A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

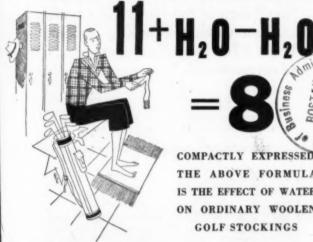
Vol. CLIII. No. 4

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unday

NEW YORK, OCTOBER 23, 1930

10c A COPY



COMPACTLY EXPRESSED THE ABOVE FORMULA IS THE EFFECT OF WATER ON ORDINARY WOOLEN GOLF STOCKINGS

FOR YEARS there has been nothing particularly new in golf stockings. Styles have run from modest solid colors up to huge, flamboyant checks and back again. Tassels have been added here, and there detached. Thick, pulpy stockings; flimsy, paper-thin stockings; medium-weight stockings-they all have had one great disability-they shrank. • Sulloway Mills, Franklin, New Hampshire. experimented, investigated, searched. A new process was developed. Rigid tests proved it a success. Then, scorning half-way measures, Sulloway named their new product Kantshrink Golf Stockings and gave it an iron-clad guarantee. Advertisng in golf magazines told the story without frills. A flood of retail mail orders arrived before all dealers could be stocked. Dealers' orders taxed he mills to full capacity. In such fashion, Sulloway skimmed, and coninues to skim, the cream of the golf stocking business.

. W. AYER & SON, INCORPORATED ADVERTISING HEADQUARTERS

WASHINGTON SOUARE · PHILADELPHIA

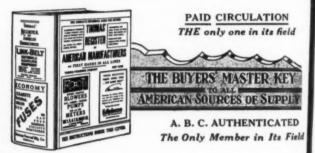
New York Boston Chicago San Francisco Detroit London

#### Unparallelled

1930 its biggest year Ever increasing

2700 manufacturers are now realizing the benefit of adequate representation of the products in the Reference Guide which automatically puts them in contact with "key" men of the big buying powers, at the moment when purchasing is contemplated. These 2700 manufacturers are using 990 advertisements in our current edition.

Thomas' Register has 50% more advertisers than the most patronized Trade Paper—70% more than any other Purchasing Guide. This unparallelled patronage is explained by the direct inquiries and sales traced to Thomas' Register by the use of "KEVS" in advertising copy.



Consulted continuously throughout the year by executives, purcha and other department managers, superintendents, and other "Key" who investigate, specify and order for upper class concerns represed about 50% of the total business buying power of the U. S.

### Upper class

More than 1000 in "over \$10,000,000" More than 3000 in "over \$1,000,000" Average of all "over \$100,000" est

Send for A. B. C. audit for full details

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, New York

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# PRINTERS' INK

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

NEW YORK, OCTOBER 23, 1930

### Weathering the Depression

Statements on How They Are Going After Business by a Group of Men Who Are Getting It

#### By Roy Dickinson

SOME facts have been over-looked by the unduly pessimistic. Neither the wholesale dispensers of too much cheerfulness, nor the retail alarmists who succeeded them had much use for facts. It was always customary for the former to announce the good things they hoped were going to happen.

The gloomy ones, spreading fear and whispering gossip, refused to admit that there were any profits being made by anyone.

Some of them acted as if there were no more young couples getting married, furnishing homes this year; as if the millions of kids who went back to school on schedule weren't having clothes bought for

They beat their breasts and cried aloud that there was no business in the land.

Every once in a while, however, an earnings statement came along that dealt with facts. Some of the facts were not so good. Others were better, and some were so good that they seemed almost un-

True, these latter were few and far between, yet they suggested something.

I read a good statement from the Hills Bros. Company, for example, in which George D. Olds, Jr., director of sales, told how volume of sales had increased 23 per cent and that profits had substantially increased for the first eight months of this year as compared with the same period of 1929.

Seven months ago, Mr. Olds told

me that the company was developing new products, new packages and making a closer study of con-sumer buying habits. The plans adopted then by Hills Bros. surely had an effect on the earnings announced now.

Then I heard how P. D. Saylor, president of Canada Dry, told his stockholders that sales for the year were within 2 per cent of 1929 figures and that earnings for nine months were within a few cents a share of last year's figures.

His statement told about the steady increase in volume of the new products introduced this year.

A remarkable earnings statement by the American Tobacco Company reminded me of what Geo. W. Hill, president of the company, told me in July.

"Confidence in our product and large, intelligent expenditure in the public press secured results for us.

Jantzen Knitting Mills, for the fiscal year ended August 31, re-ported earnings of \$699,156, far above last year's figures.

A series of such reports suggested that perhaps old and tried policies, such as new products, bet-ter service to users, increased advertising and sales efforts, worked in bad times as well as in good.

It looked as if there might be some fundamentals which, applied to different kinds of industries, were bringing home the bacon.

It was obviously impossible to secure a complete list of all the companies in America doing above the average right now. Therefore, I asked the Standard Statistics

Table of Contents on page 194

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American Tobacco Company
American Chain Co., Inc.
American Safety Razor Corp.
Anchor Cap Corporation
Bon Ami Company
Coca-Cola Company
Cudahy Packing Company
Eastman Kodak Company
Gold Dust Corporation
Hershey Chocolate Corporation
The Charles E. Hires Co.
International Business Machines
Corp.
Jewel Tea Company, Inc.

Jewel Tea Company, Inc.
Lehn & Fink Products Co.
Liquid Carbonic Corp.
Loose Wiles Biscuit Co.
R. J. Reynolds Tobacco Co.
Scott Paper Company
A. G. Spalding & Bros.
United Biscuit Co.
U. S. Pipe & Foundry Co.
Warren Foundry & Pipe Co.
AutoStrop Safety Razor Co.
Liggett & Myers Tobacco Co.
International Cement Corp.
American Machine & Foundry
Co.

Wm. Wrigley, Jr., Company Holland Furnace Company A. O. Smith Corporation Diamond Match Company Caterpillar Tractor Company Adams-Millis Corporation General Mills, Inc. Air Reduction Company, Inc. American Can Company McKeesport Tin Plate Co. S. R. Dresser Mfg. Co. U.S. Dairy Products Corp. U. S. Tobacco Co. George W. Helme Co. Colgate-Palmolive-Peet Co. Procter & Gamble Co. American Chicle Company Melville Shoe Corporation A. P. W. Paper Company Canada Dry Ginger Ale, Inc. Wesson Oil and Snowdrift Co., Inc. Penick & Ford, Ltd., Inc. National Biscuit Company White Rock Mineral Spring Co. Borden Company

A List of Companies—Selected by the Standard Statistics Company, Inc., for "Printers' Ink"—Whose Earnings During the Depression Are Above the Average. Some of Them Are Earning More This Year Than Last. Hundreds of Other Companies Are Going Ahead, Doing a Fine Job in a Bad Year

Company, Inc., to prepare a list so that I could ask the presidents of these organizations some specific questions as to policy.

The list appears with this article. It is necessarily incomplete and small, but an interesting cross section of American industry. Statements from some of these companies, which appear in this issue, with more to follow next week, are illuminating.

There are some industries in which the best management can't make as much this year as last.

But, and this will surprise some of the wailers at the wall, there are a large number of companies making more money in 1930 than they did last year, and a larger number making almost as much.

Just as there were some people who didn't make money in boom times, so there are others actually making more this year than ever before in their history. The news, and the actual policies used to accomplish these remarkable results should put fighting spirit into discouraged people—manufacturers, wholesalers and retailers.

General Foods Corporation

Even a company in a field not badly hurt by the play of international economic forces couldn't beat last year's profit figures if its managers had adopted a "let's wait till things get better" attitude.

It is a great pleasure, therefore, to introduce by name and company some of the hundreds of business men who took off their coats and went to work.

No industry is entirely depression-proof, but some of the old-fashioned, fundamental, business-getting policies are.

Let me make two points clear. A maker of automobiles might 2. 1930

J.

# Ocean-Going PILOTS

N

From fourteen points of America and Europe, McCann-Erickson business pilots take to the in-



dustrial seas. Their eyes are on the business barometers that forecast calm or storm. In the service of over one hundred and forty clients they criss-cross the wide oceans of commerce, and from their voyages and explorations come the charts that spell safety for subsequent ventures.

One of the greatest assets an advertising agency can have, in these days of international business, is an accumulation of past experience as the background for its advisory judgment.

# MCANN-ERICKSON INCORPORATED



NEW YORK - CHICAGO - CLEVELAND
SAN FRANCISCO - DENVER - SEATTLE
LOS ANGELES - - - MONTREAL
VANCOUVER - TORONTO - WINNIPEG
LONDON - PARIS - FRANKFORT o.M.

Inc., for

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clear. s might have done all the things some man in the food business did and still be far behind last year's figures. But a food manufacturer who waited and wailed wouldn't have beaten a boom year.

The companies listed with this article are by no means all of those that are doing about as well as or better this year than last. There are many fine companies, whose stock is closely held, that are doing

better this year.

The organizations listed here are all companies whose stock is listed on a recognized exchange, and which make regular and periodic statements of earnings. Their earnings are carefully checked not only by the exchange authorities, but by a number of financial advisory services, financial publications and others. For that reason, they mean far more than a statement from a backstair's maker of pants who says he is doing better now than last year.

The list contains fifty-two names. Earnings are estimated of a few companies that make statements only once a year. In the case of others, earnings for the first three-quarters of 1930 are definitely ahead of the same period for 1929 and there is every reason to believe final figures for this year will be above those of last year.

The list is furnished by the Standard Statistics Service, whose field men and statisticians have carefully checked last minute information. In the case of several companies such as Eastman Kodak, Gold Dust, Borden and a few others which, as already mentioned, publish figures only once a year and, therefore, cannot now release figures or facts on earnings, earnings as estimated by Standard Statistics include them in the list.

How have these companies, in so many different lines of business, been able to maintain earnings, when, to hear the average man on the street talk, no one is making

any money?

It is not easy to get men such as those quoted later in this report, to talk for publication, especially on a topic such as this. None of them has any desire to pat himself on the back. Yet their experiences offer a challenge and an example. Their words are of far more importance than Pollyanna statements on general conditions by returned travelers or statesmen. It was only on the representation that what they are doing this year is real business news of great importance, that I induced a few of them to tell the "how" of 1930 profits. The statement which follows is presented first because it contains several points, found in many of the others, that are well expressed, fundamental and sound:

# MILTON DAMMANN President American Safety Razor Corporation

"When the depression fastened its grip upon the world's business, we doubled our efforts to perfect our merchandise and to impress this fact upon our buying public. We disregarded the voices of the calamity howlers. We intensified our selling efforts throughout the world. We continuously encouraged our salesmen.

"We sent messages of cheer to our jobbers and dealers. We tried to merchandise our business so as to enable every handler to make a fair profit. We sought and received dealer co-operation. We realized more than ever we needed

the good-will of these dealers.
"We examined with a critical eye
our cost of doing business. We did
not lower salaries. Every man on
our pay-roll had a job to do and we
insisted that he do it. We tried
to make two blades of grass grow
where one grew before.

"We did not stint our advertising outlay, but examined with a critical outlay, but examined with a critical was a critical our copy. We wanted to be sure to spend our money in the right direction and that there would be no waste. We increased our distribution and at a lower unit cost.

"Our new Gem Micromatic Razor played no important part in either our turnover or our results. We but recently introduced this item in a limited zone and do not aim to procure a national distribution until 1931. The ha

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### IN A BUYERS' MARKET

# GO AFTER THE BUYERS WITH MONEY IN THEIR POCKETS!

There is a great deal of difference between wanting and having—between "being sold on your product" and buying your product.

No matter how ably your job of selling is done, how forceful and full of "reasons why" your advertising copy may be, if the folks who read your message haven't the money to buy, they won't buy! And that's that.

Which brings us to House Beautiful.

House Beautiful caters to a great business. The business of building, furnishing, decorating, remodeling and planting homes.

The quality of the quantity of House Beautiful's circulation is a definite factor in making sales through advertising. For this circulation represents buyers who will buy your product, because they have money in their pockets. The House Beautiful Market is a Buying Market.

In a buyers' market, go after those who not only want, but will have what they want. The conclusion is self-evident—you can't afford to be out of House Beautiful's Advertising Pages.

## HOUSE BEAUTIFUL

EIGHT ADLINGTON STOPPT

BOSTON, MASS

A Member of the National Shelter Group

BRANCH OFFICES:

Fifth Avenue Building, New York City Tribune Tower, Chicago Union Oil Building, Los Angeles Russ Building, San Francisco

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"We pierced through the fog of pessimism and always saw the lighthouse. It's still in view. We are sailing over dark seas but we have faith in the craft."

There we have a program which would help any business: improving the product, disregarding calamity howlers, intensifying selling efforts, improving dealer relations, no cutting salaries, closer examination of costs, no cut in advertising but more careful buying to secure maximum results. "We always saw the lighthouse." Such a program and such a spirit is bound to help any business. In the case of the American Safety Razor Company it produced earnings of \$3.51 per share for the first six months of 1930 as compared with \$3.03 in the corresponding months of 1929. The third quarter statement will appear about October 25.

An indication that there was a decided change in business late this summer comes from the head of a company that touches the public closely in selling a large number of nationally advertised items:

# C. M. CHESTER, JR. President General Foods Corporation

"Introduction of new products, improved packaging, and lower prices have helped to maintain the volume of our case sales. Advertising has been continued on a scale equivalent to last year. Our sales organization is taking monthly inventories of our distribution, thereby showing exactly where extra sales efforts are needed. Sales territories have been reduced in size to enable salesmen to do more intensive work. The integration of recently merged companies has gone forward, with the result of more efficient methods in various departments.

"Incidentally, the lowest point in our business this year was reached in July, and since then there has been improvement, September being ahead of the same month last year."

Reducing sales territories to enable salesmen to do more intensive work, monthly inventories of distribution to see where added sales efforts are needed, are two methods of procedure which will help any business at this time.

# C. E. Adams President Air Reduction Company

"In periods of depressions the application of our tools to new uses is often stimulated in order to bring about economies that might be overlooked in periods of great expansion. We have found it advisable, indeed necessary during this year, to increase our applied engineering field personnel in order to assist our customers in bringing about economies in their shop operations through the increased use of our products."

There, from another field, comes a business-getting idea which can be used now to produce black figures instead of red. Increase the number of new uses, study customers' needs more carefully, add men to the force instead of dropping them, men who can help customers use the product more effectively. Help the other man by instead of selling him. It applies as well to clocks, vacuum cleaners and oil burners as to torches for welding and cutting.

## EVERSLEY CHILDS President The Bon Ami Company

"Stated briefly, we attribute the record made so far this year by The Bon Ami Company to certain economies in factory and general operations, to the sizable increase in our advertising appropriation, and to increased sales effort.

"Possibly the fact that we have manufactured a product for the last forty years that has been sold to the public, the quality of which has always been maintained, and that it sells for a very small price and is not a drain on the family budget, is an additional factor."

Sometimes there are profits within the plant. Economies may be effected. Notice also that a sizable increase in the advertising appropriation and increased sales effort are part of the record. Even though Bon Ami is a low-priced

(Continued on page 174)

Read

methods nelp any

Thorough Trading Area Coverage Through One Newspaper!

# Note This in Your Lineage Records!

THE Milwaukee Journal, during September, carried more than twice as much advertising as the other two Milwaukee papers combined in each of the following ten classifications—

Automobiles Radio
Food and Groceries Shoes
Furniture, House Furnishings
Women's Wear

Department Stores
Building and Equipment
Toiletries and Drug Stores
Musical Instruments

In the other ten classifications, The Journal led the other two papers combined in four, led either of the other papers by a wide margin in five, and ran last in only one—official advertising, on which The Journal does not bid. In classified as well as total display and total lineage, The Journal's volume was approximately three times that of either of other two papers!

One paper thoroughly sells the Milwaukee-Wisconsin market at one low advertising cost!

# THE MILWAUKEE JOURNAL

Read by More than Four out of Five Milwaukee Families!

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### Letters That Bring Lost Customers Back to the Fold

It Is Sometimes Easier to Handle Lost or Inactive Customers by Mail Than in Person

#### By Charles A. Emley

Sales Promotion Manager, De Long Hook & Eye Company

CUSTOMER suddenly switches from your line to His reason may be a another. good one or it may be a poor one. The pity of it is, he does not tell you what it is before he deserts you and thus give you an opportunity to make amends if you have erred. Nor does he voluntarily reveal the reason after he has pitched his tent in a competitor's camp.

Is it possible to bring him back into the fold? Yes; but to do so you must first learn why he deserted you. This can best be ac-complished, De Long has found, with the right kind of letters.

Several years ago the man who had just taken charge of the De Long sales department, upon going over the sales records, discovered that the sales in a certain territory had slumped alarmingly in about eighteen months. To determine who or what was responsible for the slump, he wrote a letter to each customer, enclosing a stamped envelope. The letter read:

One of the first jobs I tackled when I took charge of the De Long sales department was to check over the sales records of every customer. Some of the records gave me a pleasant thrill. Others caused me to scratch my head in wonderment. Yours for example.

to scratch my head in wonderment. Yours for example.

Your sales card shows that you haven't given, us the pleasure of serving you in almost a year and a half. Naturally I am a bit puzzled, as you would be if you were here in my place, for you formerly featured all of the De Long products and sold a lot of them.

It occurs to me that perhaps we did something to cause you to desert us. If so, I would thank you to tell me frankly what it was so we may make amends. You are too good a customer to lose. We want

good a customer to lose. We want you back!

Won't you write me today, please? A stamped envelope for your answer is enclosed.

The response was gratifyingly large, more than 70 per cent of the

customers answering the letter. The majority of them, it developed, drifted away because the salesman had called on them irregularly and evidenced scant interest in their progress with the line. A series of follow-up letters, the first one accompanied by a catalog and each of the others emphasizing the good quality features, attractive put-up, profit possibilities, etc., of a single item, persuaded many of them to restock De Long products. The salesman who later was assigned to the territory brought back most of the others.

A recent check of our sales records disclosed that several large users of bank pins, a product we sell almost exclusively by mail, had sent us no orders in several weeks. The following letter brought answers and orders from about 60 per cent of them. The vast majority of those who did not order promised to remember us when they again needed pins.

Why? That question flashed through my

That question flashed through my mind this morning when I found upon looking over your sales card here in our files, that you haven't ordered any De Long Bank Pins in about two months.

You'll agree, I'm sure, that De Long Bank Pins give the kind of service you expect pins to give. They have strong, smooth, sharp points, enabling them to glide easily and without bending through thick papers. They have extra large heads so they won't slip clear through papers and so they may be quickly removed without injury to the finger rails. nails.

You'll see from the attached list

xou'll see from the attached list that the prices are reasonable for quality pins like De Long's.

In view of all this, I'm frankly at a loss to know why you haven't given us the pleasure of serving you recently. Won't you drop me a line telling me the reason?

It would be great to find an order with your letter!

with your letter!

A member of the De Long sales

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by Mail

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# Growth

of Iowa's largest newspaper
The Des Moines Register
and Tribune

#### 10 YEAR RECORD

Net Paid Average Circulation for six months ending Sept. 30th:

#### DAILY Morning and Evening

	1921	-	-	-	114,131
	1922	-	-	-	126,048
Only 10 other	1923	-	-	-	136,846
cities in the	1924	-	-	-	143,214
United States*	1925	-	-	-	162,262
have a daily	1926	-	-	-	180,260
newspaper	1927	-	-	-	224,092
with a circula-	1928	-	-	-	226,318
tion as large	1929	-	-	-	231,301
as that of The	1930	-		-	240,459
Des Moines	ATTACA 1 42				
Register and	SUNDAY				
Tribune	1921	-	-	-	102,559
	1922	-	-		122,063
	1928	-	-	-	123,146
	1924	-	co.	-	130,908
	1925	~	-	-	134,887
	1926	-	-	-	150,233
	1927	-	-	-	159,050
	1928	-	-	-	168,671
	1929		•		183,049
	1930	-	**		204,180

1001

\*New York, Chicago, Boston, Detroit, Cleveland, Philadelphia, Baltimore, Kansas City, Pittsburgh, St. Louis and Des Moines

Oct.

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New Y

department carefully checks over the sales records at least once every To all customers three months. who have not ordered in that length of time he writes a friendly letter inquiring what, if anything, is wrong or if there is something we can do to help stimulate their sales. It is surprising how many orders and answers result.

It is not to be inferred from the foregoing that the De Long salesmen make no effort to keep "tabs" on their customers' activities. They do. But the majority of the men cover their territories only two or three times a year and much can

happen between calls. It sometimes happens, too, that a buyer who is peeved, whether his grievance be real or fancied, will not divulge the reason to the sales-One of our men, for instance, had tried unsuccessfully for months to learn why the buyer for a large wholesale firm repeatedly refused to buy any of the De Long products except hooks and eyes. As a last resort, he asked us to "try to pry the reason loose with a letter." Here is the frank, though friendly, letter the sales manager wrote to the buyer.

Will you do me a favor? It is my job to see that the De Long sales department functions smoothly and that our customers are kept happy and satisfied.

You can therefore imagine how

You can therefore imagine how I felt the other day when I read a letter from Mr. Watson telling me that you had positively refused to give consideration to any of the De Long products except Hooks and Eyes.

De Long products except Hooks and Eyes.

Just why, Mr. Roan? Have we done something we shouldn't have done? Or have we left undone something we should have done? I have gone over our records for the last few years carefully but can find no trace of a complaint unadjusted or anything else to cause you to turn your back on us. So you see, I'm up against a stone wall and you are the only one who can help me over it. Will you help me over by writing me a few lines as to why you won't consider any of the products in the De Long line except Hooks and Eyes?

If we have erred—and that isn't improbable for we're human—we stand ready to make the proper amends. No firm in the country places a higher valuation upon the good-will of its customers than we do. In fact, we'd rather lose the factory and all that is in it than lose the good-will of buyers upon

whom we must depend for our progress. We could rebuild the fac-tory; but it's a hard job to recover good-will.

Now, please understand, Mr. Roan, that I will feel well repaid for having written this letter if you will tell me what is wrong and what we must do to make it right even if you never buy another dollar's worth of De Long products.

Thank you for the co-operation I'm sure you will give me.

This letter prompted the buyer to make known his grievance-not a serious one, incidentally-and now that amends have been made, he is

featuring the whole De Long line. Letters of this character will persuade most fair-minded customers who have strayed away to air their grievances, if they have any, and thus pave the way to satisfactory adjustments and to the customers' return to the fold. They are goodwill builders-sales producers.

#### Chicago "Tribune" Appointments

Sam H. Trude, for the last two years manager of the automotive advertising division of the Chicago Tribune, has been appointed manager of color and ortogravure advertising, a new division.
George Strecker, since 1925 a member of the Eastern advertising staff of the Tribune at New York, succeeds Mr.

### Trude as manager of automotive adver-General Office Equipment to

Marschalk & Pratt The General Office Equipment Corpora-tion, New York, a subsidiary of the Underwood-Elliott Fisher Company, has appointed Marschalk & Pratt, Inc., ad-vertising agency of that city, to direct the advertising of its Elliott Fisher book-keeping machines and Sundatrand adding machines, effective January 1.

#### E. F. McSweeny, Jr., Joins Blaker Agency

Blaker Agency
E. F. McSweeny, Jr., formerly with
the Delinestor, New York, has joined
the staff of the Blaker Advertising
Agency, Inc., also of that city.
R. E. Hackenger and Everett Davis
have been transferred from the recently
discontinued Chicago office of the Blaker
agency to the New York office.

#### Dripco Account to Reimers & Whitehill

The Dripco Corporation, New York, manufacturer of Dripco Coffee Makers and Dripco filter sheets for coffee filtration, has appointed Reimers & Whitehill, Inc., advertising agency of that city, to direct its advertising account. direct its advertising account.



YES, six new families moved into Jacksonville today; and six yesterday, by the way—and six the day before. For, an exhaustive investigation just completed shows that more than 150 families a month become NEW population for Florida's already largest city. One reason why the retailers of Jacksonville maintain unusually full stocks, even in the hand-to-mouth period elsewhere.

> "Florida's Foremost Newspaper" also records a higher percentage of gain in circulation this fall than ever before in a corresponding period.

# The Florida Times-Union

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities

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Mr. repaid f you what even ollar's

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#### ADVERTISING REPRESENTATIVES:

CHICAGO
Home Office
Daily News Plaza
Tel, Dearborn 1111

NEW YORK John B. Woodward, Inc. 110 E. 42d St. Tel. Ashland 2776

DETROIT
Joseph R. Scolaro
3-241 General Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO C. Geo. Krogness 303 Crocker 1st National Bank Bidg. Tel. Douglas 7892 ATLANTA
A. D. Grant
711-712 Glenn Bidg.
Tel. Walnut 8062

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

Surveys

engers



# en SUBURBIA BUYS

Outlying the city of Chicago is a golden fringe of residential suburbs . . . quiet, country-clubby, well-to-do. This is Suburbia . . . a market of more than 1,200,000 souls in itself, a section distinguished by broad estates, fine homes and splendid families of discriminate taste and more than average means.

When Suburbia buys its newspaper it stamps that newspaper with the approval of one of the finest, most responsive segments of the great Chicago market.

... And Suburbia around Chicago by overwhelming majorities prefers The Chicago Daily News.\* A significant fact for the advertiser appealing to the broader mind and larger purse.

### THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

urveys show that four out of seven of the homeward bound pasngers on Chicago's evening suburban trains read The Daily News

23, 1930

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OF THE GROUP ERICAN

# Detroit's 1930 Christmas Savings Sock Almost Equals 1929

The 1930 "sock" of depositors in Christmas thrift clubs in Detroit, Highland Park and Hamtramck will total \$5,435,-539, according to bank officials. savings of thrift clubs in 1929 totaled \$5,905,311, making the 1930 amount only \$469,772 less. At the same time savings deposits as a whole continue to climb in Detroit. On September 24, 1930, total savings deposits in Detroit, Highland Park and Hamtramck were \$592,003,000 as compared with \$571,756,000 on October 4, 1929. Savings deposits in this territory have increased not only during the last year but during the last quarter-all of which goes to prove that Detroit is a huge market with huge potential resources. It may be thoroughly and economically tapped through Detroit's one great home medium-The News,

> Use The News weekdays and Sundays and reach 4 out of 5 Detroit homes,



### The Detroit News

THE HOME NEWSPAPER

I. A. Klein, Inc., New York J. E. Lutz, Chicago Member 100,000 Group of American Cities

3, 1930

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# Should Dealers Get Special Discount on Mail Orders?

How Manufacturers in Six Lines Answer This Timely Question

#### By Norman Lewis

Vice-President, Chappelow Advertising Co.

RETAILERS in all lines are buying on less than a hand-to-mouth basis.

Because of this situation, the question is being asked by retailers here and there: "Since so much of our buying right now is through mail orders, thus saving the manufacturer the expense of sending a salesman to see us, why shouldn't Mr. Manufacturer offer us a special discount for all orders we send in by mail?"

The cost of selling is high. Buying in small amounts has become a national characteristic. Competition is fearfully keen right now. In view of all this is the average retailer, especially in an out-of-the way place, entitled to a special discount if he sends in his orders by mail? Is this plan good for everybody concerned—the manufacturer, the manufacturer's salesman, the retailer, the consumer?

What do leading manufacturers, who sell mostly direct to their retailers, think of this proposition? I put it up to almost a hundred of them, in various lines, and a large percentage of them replied.

Not a single one was in favor of the extra discount!

The sales manager of one of the leading manufacturers of fountain pens, who does not want to be quoted, gave the following as his reasons:

"There are many things a salesman does besides simply taking an order. In fact, the up-to-date salesman of today is more interested in the dealer's selling power than in his buying power.

"Everyone knows that a dealer does not, as a rule, glean information or take advantage of selling features explained in a letter or printed page; in other words, the dealer and his salespeople must be orally or verbally sold on the sales opportunities. The intelligent sales-

man is learning that he can decrease his selling cost in many ways, sometimes by having fewer dealers and better ones. There is no place on the sales force today for the salesman whose conception of his job is simply to 'take an order.' We are opposed to special discounts in all cases and particularly to this proposed idea of special discounts on orders obtained by mail.

#### Perhaps for Initial Order

"Perhaps I should modify this by saying that a new concern, especially one bringing out a new invention or a novelty that requires introduction, may be warranted in giving such a discount on the introductory or initial order only, but not on more than one order to the same concern. Special discount might be justified in such cases, but other than on the initial, introductory installation, we would vote, 'No.'"

Frank L. Foreman, vice-president, Peckham-Foreman, Inc., manufacturer of the "Travelo" knit jacket, is even more emphatic. He says:

"We find salesmen absolutely necessary. If they are necessary, they must make decent money and to do so, they must get to every account that can give them a decent order. The only accounts that are so small that it doesn't pay the salesman to invest the money necessary to secure the small order he would receive.

"Therefore, I certainly don't see why the small fellow should buy merchandise at a lower price than the large fellow. I would be much more heartily in accord with a plan to charge 2 or 3 per cent more on mail orders than 2 or 3 per cent less.

"I certainly believe that any concern in checking up its mail

17

orders, will find that they are mostly fill-ins and why there should be a bonus for this method of buying a concern's merchandise, I We actually put a cannot see. service charge on an account that only 'mail-orders' because in 99 cases out of 100 an account that only orders through the mail is such a small account with us, that it becomes unprofitable."

A well-known knitting company makes this terse comment:

"Any special discount for mail orders would cause untold trouble by dealers who would take up the time of salesmen by making memoranda of the style numbers in the line, and then sending in mail orders after the salesman had left." One of the best-known safety

razor manufacturers writes:

"Our experience in the past has been that any such discount would simply be passed on in the form of a lower price to retailers or to the consumers. Insofar as it affects our line, we doubt if we would receive any additional busi-

"The salesman, whether he actually solicits the order and sends it in personally or whether it is subsequent to his call, really does the creative selling. He analyzes conditions for the jobber, shows him how to obtain more business in our The subsequent business is a direct result of that man's work -also of the work of our mis-sionary man in building up the business with the retailers for the jobbers.

"Frankly, we have not previously given any serious consideration to granting a special discount on mail orders because we do not see where our company would benefit either by securing increased business or by securing present business at a lower sales cost. Perhaps we are particularly fortunate in having a well-advertised product that obviates the necessity of our following such a course.

J. E. Woodruff, of F. C. Huyck & Sons (Kenwood Mills), is another who feels that a special discount on orders by mail would only lead to still closer profit margins for the manufacturer, without reduction of selling expense or increase in business. He adds: "While the traveling of salesmen is costly and the expense seems to be mounting constantly, yet I know of no other way in which goods may be distributed proportionately

to potential possibilities.
"In my opinion very little attention is paid to mail opportunities unless the price is particularly attractive, and even then I believe that a merchant looks upon such

with suspicion.

#### No Room for Order-Taker

"Obviously it is to the advantage of all parties-the public, the retailer and the manufacturer-to distribute merchandise at the minimum of cost. There is little room in merchandising today for the mere order-taker. A salesman to be successful must know merchandising problems and must have the ability to serve his trade to the better development of merchandising ideas and methods.

Last but not least is the interesting reply of R. H. Krause, Wolverine Shoe & Tanning Corp. He

'Suppose you were the salesman and were making a call on a dealer, a new dealer for instance. sold him a bill of goods and naturally did not mention anything about an extra discount to him on mail orders, because you wanted the order which meant a commission in your pocket, and you wanted him to be sure to have your merchandise (which if left up to the dealer to order by mail would be problematical, depending upon competitive salesmen calling on him following your call).

Then your house writes the dealer (after he has given you the original order) telling him that on all mail orders he would get an extra 3 per cent. The natural reaction on the dealer's part would be to distrust you because you had not mentioned this discount and thereafter you could probably call on him indefinitely without his ever

giving you another order.
"So, from a salesman's viewpoint, irrespective of the questions sure to arise about commission, between the salesman and the house, the extra discount for all mail or-

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be would demoralizing. ders "Now from the dealer's standpoint: Ordering by mail in quantities would be a risk on the dealer's part. If it was a new product he would not have the true conception of the article or the sales points properly impressed upon him, which would naturally lessen his efficiency in merchandising the

"From the manufacturer's standpoint: Primarily the object of the manufacturer is to make the largest volume possible at the least cost and to sell it at a profit. Assuming the manufacturing efficiency is 100 per cent, then the only problem to be met is the most efficient method

of distribution.

"In shipments of larger units a saving is made, so it is possible for the retailer who can buy merchandise in these units to have that saving passed on to him by the manufacturer. Whereas the dealer who buys in smaller units is not entitled to this saving.

"Of course, the smaller retailer will kick about this, but if the value is represented in the product, he will buy it, regardless, because of the demand created through the value represented and through ad-vertising. Then with a little initiative and energy rightly directed on his part, it won't be long before he is in a position to buy in the larger units and obtain the saving himself.

"When promoting mail orders, a manufacturer is educating the retailer to order in smaller quantities-just the thing the manufacturer is trying to overcome. So why should he not only give his regular price on small orders but even give a special discount to the dealer for ordering in such small

"In our experience with 17,000 retailers, we find the average size of a mail order is only one-sixth as large as the average order taken by the salesman. This, in itself, is a pretty true indication of the smallness of the order when sent in by mail.

A dealer who handles the products made by a particular manufacturer supposedly carries a complete stock. But having been a salesman I know from experience that if the entire ordering is left to the dealer, his stock will soon be de-pleted and he will not order in sufficient quantities to replace his stock, which means lost sales-and in turn, lost sales for the manufacturer. A dealer who has a plen-tiful stock will work his hardest to dispose of the stock, which means increased sales, both for himself and the manufacturer."

#### Ruberoid Plans Larger Campaign

The Ruberoid Company, New York, has appropriated \$300,000 for advertising during the year 1931. Plans are now heing formulated to advertise Ruberoid's products, including asphalt shingles, built-up roofs, asbestos lumber, etc., in magazines and newspapers throughout the country. This appropriation, it is reported, represents a considerable increase over the appropriation for this year. The campaign will be handled by Doremus & Company, New York advertising agency.

#### McCann-Erickson Adds to Perfection Stove Accounts

The Perfection Stove Company, Cleveland, has appointed the Cleveland office of McCann-Erickson, Inc., to handle the advertising of its Superfex Iceless Refrigerators and Superfex Circulating Home Heaters. This agency already handles the advertising of the Perfection Stove Company's oil cookstoves, room heaters, water heaters and oil humpers.

#### D. H. Parsons Again with Curtis

Donald H. Parsons, formerly general manager of the Sporting Goods Journal, New York, has returned to the New York office of The Curtis Publishing Company as a representative of the Ladies' Home Journal. He was also formerly with Cowan & Dengler, Inc., and Anderson, Davis & Hyde, Inc., both New York advertising agencies.

W. A. Charters with Hull Agency

William A. Charters, for nine years general manager of the former Robinson, Lightfoot & Company, Inc., New York advertising agency, has joined W. H. H. Hull & Company, Inc., advertising agency, also of that city, as account executive.

Dyer-Enzinger Appointments

Charles Strand has been appointed production manager of the Milwaukee office of the Dyer-Enzinger Company, advertising agency. William Hollister, Jr., is now assistant production manager in charge of typography.

### The Amateur Copy Writer Has His Fling

Phillip Morris & Company, in a Unique Contest, Let the Consumer Write Marlboro Copy

IT has been said that in every group of one hundred people there are an even hundred men, women or children, all firm in the

belief that they are potential novelists, if only they had the opportunity to write. The same condition may be held generally true in regard to advertising copy. Everyone feels that he could write a better advertisement than those he reads every day.

Phillip Morris & Company, manufacturers of Marlboro cigarettes, have given the aspiring amateur copy writers an opportunity to display their wares in an unusual contest just concluded. The company felt that there could be no objection to letting the public write its own advertisements about the new Ivory Tipped Marlboro cigarettes. And so a novel contest was instituted to supplant the

"Distinctive Handwriting" contests which the company has held periodically during the last two years.

"Amateur Copy Contest" was announced last June and July in a list of five weekly magazines. "Can you write us a fifty-word advertisement?" the company asked in announcing its contest. cash prizes were offered ranging from \$100 to \$10, with ninety-six minor prizes, consisting of 100 Ivory Tipped Marlboro cigarettes The company candidly admitted in its announcement that the contestants would not get rich on the prizes. It was felt, however, that the large number of prizes offered would make the contest appealing.

In the original announcement the company named nine advantages

that the manufacturer believed were afforded by the new Ivory Tipped cigarettes. It was suggested that the contestant read



Several Thousand Suggested Advertisements Were Received

over these points and write about them, or about any other similar advantages that might occur to him. The only rules of the contest were that the copy should be of fifty words or less in length. A rough layout was permissible, but not necessary. Judges of the contest were officials of Phillip Morris & Company as well as advertising agency men.

Several thousand pieces of copy were submitted by contestants. Much of the copy was in imitation of current campaigns but in many cases the amateur copy writers struck upon effective and original angles. The prizes were awarded and the winning advertisements are now being run in newspapers and magazines in the form in which they were submitted.





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# From the teachings of the profits

ACCURATE and detailed knowledge comes pretty near being essential when launching a merchandising and sales campaign in any market.

Bromidic though it may sound, it is doubly true in any major market.

And in the biggest market of them all ... New York ... such information becomes triply important.

Here, there is an organization whose business it is to know both "the situation" ... and situations.

The Boone Man has played an important part here both directly and indirectly in helping to market the products of literally scores of manufacturers and dis-

He can counsel wisely on methods of gaining profitable distribution, active tributors.

1030

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ds of active dealer cooperation, and how not only to build consumer acceptance, but how to hook up the whole marketing plan most effectively.

He offers you that counsel with all the benefit of his experience with products related or similar to your own.

And ... when you call him in ... you will find him to have both an intelligent grasp of merchandising problems in New York, and some ingenious plans that have a direct bearing on your own New York sales.

# New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION
ROCHESTER, Temple Buildins
ROCHECAGO, Hearst Bilds
PHILADELPHIA, Fidelity Philadelphia Trust Bids
ROSTON, 5 Winthrop
PHILADELPHIA, Fidelity Philadelphia
BOSTON, 5 Third St., San Francisco
REPRESENTATIVE, H. H. Conser, 5 Third St., San Francisco
PACIFIC COAST REPRESENTATIVE, H. H. Conser, 5 Third St., San Francisco

Though the Emerson B. Knight consumer study of Detroit and area was sponsored by The **Detroit Times** it is not a story of newspapers but a revelation of consumer habit and value. The Boone Man will give you desired information.

"THE TREND IS TO THE TIMES"

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### Building an Advertising Agency Network

How Independent Advertising Agencies Can Get Together and Trade Their Services

#### By Lynn W. Ellis

A DVERTISING agency heads in Boston, New York, Buffalo, Little Rock, Los Angeles and Seattle told me, each at a different time, of the same idea. That was to hook up a nation-wide chain of agencies on a purely co-operative basis.

It must be a good idea, I thought, to appear in so many places. Why didn't it bear fruit? I know now that the idea alone was not enough, that to the wish must be added a technique of co-operation.

Two years' study of this interesting problem brings me out with twenty-odd suggestions to the gentlemen above and to any others who want to make a network work.

1. As promoter, usurp the dictator's obligation to formulate the program, do the selling, act as the admission committee, etc., without other organization.

2. Think through what you want to do and get up a prospectus clearly stating the aims, procedure, character of membership, etc., as you see them. You may be wrong in spots, but you'll have to lead.

 Set a two-year period for your organization program. Not an indefinite period, nor less than the two years it will actually require.

4. Draft an informal agreement, cancellable by either party at the end of any quarter, to cover not only members' obligations to you (and vice versa), but those to other members whom you may select.

5. Study the map and some agency directory. Make a dot map. It will show you that you may safely spot members close together in industrial sections but must give them much more room in the South, Southwest, Plains and Mountain States.

 Study the directory list of agency accounts. Pick your prospective members with some eye to similarity of experience and interests.

7. Set your "dues" for the twoyear period high enough to cover (a) this selling effort, (b) loads of correspondence and (c) the bulletins without which you'll never keep up interest.

8. Keep your membership list right up to date in the hands of each member agency.

 As each new name is added, announce the fact and remind the older members to bring the newcomer up to date on data they have severally issued.

10. Set each member at compiling a manual on the "Circie," or whatever you call it, this to hold also the data other members send him.

 Better establish a standard form of data sheet, masthead varying only in imprint, to give the above collection a family resemblance.

12. Suggest at least these contents for the manual, duplicates always to be sent to each other member agency:

a. Client lists.

b. Brief résumés of key men's experiences.

 c. Description of facilities, working methods, etc. (Best shown as sheets from the member's standard-practice book).

 d. Catalog sheets, i. e., sheets describing and pricing specific items available to others—studies, forms, purely local campaigns,

e. Hour-rate sheets, letting the other fellow know what service men of various grades will cost.

f. Local color—high-lights on peculiarities of the member's

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market which call for local understanding.

13. Refuse to build high board fences around exclusive territory. This will be the subject of much debate, but the conclusion will al-

ways be the same.

14. Encourage or insist upon the installation of a cost system by each member, with uniform rules for distribution of overhead. Failing, adopt a uniform rough formula for figuring hour rates in proportion to yearly salary (or legitimate assumption in case of key men not on salary).

15. Insist on the addition (to internal cost) of the same percentage of net profit in every case of inter-office service. Make it low to encourage co-operation.

16. Discourage the exchange of "courtesies"—teach members to expect to pay for service and they waste less of each other's time. One-sided relationships cool off

17. However, the lending or trading of sales letters, sales exhibits, etc., between the members tones up a phase in which most agencies are weak. Any new wrinkle so obtained through membership in the Circle scores one for

the promoter.

18. Encourage personal acquaintance through inter-office visits, meetings, etc. (The group from which I draw these suggestions has held two general conventions of one week each, a two-day sales conference and a four-day session on costs, all within a two-year

period.)

19. Set up standards to guide members on such matters as perpage price on copies of market studies sold; "split" for use of ready-made advertisements; split between U. S. and Canadian or overseas agencies; division of income on respective-cost basis, etc. The standards may not be scientific. Members may always mutually agree to disregard them. But their presence has a stabilizing effect.

20. Harp on the matter of well-thought-out requisitions by the employing member and drive it home by ruling him responsible for

time the other fellow spends (up to a designated stop-limit which should always be set), whether the service be 100 per cent or otherwise.

21. Expect and welcome all manner of bright ideas from members as to how the Circle might do this or that by co-operative effort. Give each idea a boost in the news bulletin, but follow the long-standing principle that the chap who suggests a project be appointed a committee of one to head it up. Much work will thus be saved, but all popular ideas will click.

22. Give the merger idea its head and let it run its course. Get it well out of the way before the end of the second year, to clear the atmosphere before the network settles down for the long co-opera-

tive haul.

23. Decide at the outset that you (a) will or (b) will not, undertake as a Circle project the interchange and substantial reconciliation of operating methods as between members. It is very helpful and breeds better co-operation. The burden of bringing later comers up to par increases, however, the longer the process continues and it must fall on the promoter. What starts rather easily, as a more or less co-operative matter, rolls up a staggering one-man job which must be anticipated.

The promoter's easier way is at once to put this interchange on the same basis as sales matters at No. 17. It goes on in a less organized way, but does go on, yet sets up no great hurdle for the newcomer

to vault at a single stride.

24. The larger the Circle, the greater the diversity of minds and the difficulty of moving them in concert. No matter how large, however, the first principle remains constant, i. e., the need of single-unit agencies for prompt and confidential service on the spot at

distant points.

Keeping this one principle to the fore will save great effort and preserve the main values. Many others will be lost, of course, but

others will be lost, of course, but for the average advertising agency head who does a promoting job on

Nationa

### Name Your Class - We Have It!

No indisputable evidence has ever been advanced to prove that the composite reader of one large newspaper differs from the composite reader of another large newspaper in the same city in any respect save newspaper preference. To create an impression to the contrary has been attempted inferentially often enough, but inference is not fact and proves nothing.

As a matter of fact all impartial study of major newspaper circulations must arrive at the same conclusion: that a newspaper widely circulated in a large city has all classes of people within its circulation in substantially the same proportion that they are to be found within the city's population. And the inescapable first principle of newspaper selection which this establishes is—that there is no substitute for circulation.

If you want proof of the parallel between the classes within a metropolitan paper's circulation and within its city's population, the Boone Man has it in a form never before attempted by any newspaper. Ask for it. It proves that the Chicago Evening American not only reaches more people than any other Chicago evening paper, but reaches also all classes of Chicagoans in definite ratio to the proportion each class is of Chicago's population.

# CHICAGO EVENING AMERICAN

a <u>good</u> newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

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25. Week-in, week-out, sell the Circle on itself by broadcasting each new instance of co-operation between members. Like breeds like. Suggestion beats imagination in inducing use of the network. Actual cases are the member's finest ammunition in proving that individualistic advertising men can and do co-operate.

#### T. B. Creamer with Hamman-Lesan

Theodore B. Creamer, who recently conducted his own advertising business at Los Angeles, has joined the office at that city of the Hamman-Lesan Company, Inc., advertising agency, as vice-president and account executive. He was also formerly with Lord & Thomas and Logan at Los Angeles and, before that, with N. W. Ayer & Son, Inc.

#### New Broadcast Business at Los Angeles

Frank E. Vallen and Henry W. Whitehill have formed their own business as broadcast advertising counselors under the name of Vallen-Whitehill with offices in the Pershing Square Building, Los Angeles, They will specialize on continuity broadcast programs for advertisers. vertisers.

#### R. R. Deupree Heads Procter & Gamble

Richard R. Deupree, formerly vice-president and general manager of The Procter & Gamble Company, Cincinnati, has been made president. He succeeds William Cooper Procter, who has become chairman of the board.

#### New Account for Auspitz-Lee-Harvey

The National Bureau of Practical Child Guidance, Chicago, has placed its advertising account with Auspitz-Lee-Harvey, advertising agency of that city. Magazines will be used.

### Ruth R. Harvey Joins Real

Estate Magazine
Miss Ruth R. Harvey, formerly secretary and treasurer of The Sweeney & James Company, Cleveland advertising agency, has joined the Chicago Real Estate Magazine as business manager.

#### · E. L. Tailer Joins Cleveland & Shaw

Edward L. Tailer has been elected to the board of directors and appointed assistant secretary and assistant treasurer of Cleveland & Shaw, Inc., New York advertising agency.

### Colonel Ewing Buys Monroe.

Colonel Ewing Buys Monroe,
La., Papers

Colonel Robert Ewing and associates have purchased from Clarence E. Faulk the Monroe, La., News-Star and Monroe Morning Post. Mr. Ewing established the Morning World in Monroe about a year ago. Publication of the Post will be suspended while the World and News-Star will be continued in the morning and afternoon field respectively.

In addition to these Monroe papers, Colonel Ewing is publisher of the New Orleans States and Shreveport Times. John D. Ewing, a son, who is associate publisher of the Shreveport Times and Monroe Morning World, becomes associate publisher of the Monroe News-Star. James L. Ewing, another son, who directs the business affairs of the New Orleans States, becomes identified with his father in the ownership of his Monroe newspapers. Monroe newspapers.

#### W. W. Kiss to Direct Marathon Shoe Advertising

W. W. Kiss, formerly with the Chicago advertising staff of Popular Science Monthly, New York, has been appointed advertising manager of the Marathon Shoe Company, Wausau, Win., manufacturer of Pied Piper shoes. He was also formerly sales and advertising manager of the Elto Outboard Motor Company and the F. Mayer Boot & Shoe Company, both of Milwaukee.

#### Macfadden to Publish Vacation Annual

The Macfadden Publications, Inc., New York, will publish a vacation annual to be sold on newsstands, beginning March 16, 1931, under the name of 501 Ideal Vacations. William L. Lucas is advertising manager of the new annual, which will be represented in the West by Ward & Lewis, Inc., Chicago, and in the East by Irving M. Hoffman, Inc., New York.

### F. W. Harwood Leaves

American Cigar
Frank W. Harwood has resigned as vice-president in charge of advertising of the American Cigar Company, New York, a subsidiary of the American Tobacco Company, He has been with the American Tobacco Company and its subsidiaries since 1924.

#### Furniture Account to Meany Agency

Perin's, Ltd., Pasadena, Calif., de-signer and maker of furniture, has ap-pointed the Philip J. Meany Company, Los Angeles advertising agency, to di-rect its advertising account. Class pub-lications will be used.

#### Joins Norm Agency

Nationa

Herman E. Hoffman, formerly a member of the advertising staff of the Union City, N. J., Hudson Dispatch, has joined the sales staff of the Norm Company, New York advertising agency.

## Records of Real Significance

In September, 1930, the only Chicago newspaper to show a gain in automobile advertising over September, 1929, was the Chicago Evening American. And it achieved another record by increasing its proportion of total automobile advertising carried by all Chicago papers in September, 1930, by more than 100% over September, 1929.

It is scarcely necessary to point out that the conditions under which these records were made gives them vital significance. Here is a powerful testimonial to the Chicago Evening American's ability to get results.

This gain in linage, when every medium is under the closest scrutiny, strongly emphasizes the growing acceptance by a most important group of advertisers of the Chicago Evening American's dominance in its field.

# CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

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3, 1930

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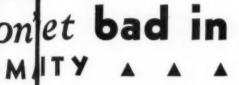
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# Business just wonlet OKLAHOMIT

In fact, Oklahoma City business hasn't ela City seemed to slow up. No matter how down the depression dumps other sections of time to country may be, Oklahoma City and market cheerfully continue their up trend. They're always setting new his breaking population, building, sales and 9 on t come records. . . . Now come reports that O October, A. D. (after the drouth, or a depression, as you please) which show a house goes up in Oklahoma City eathat t 50 minutes of each day, and that then pop building permits for the first seven morand kee ely wel of 1930 exceeds any in the South or So west. With \$8,076,000 in buildings of ng a n pleted since January 1, having \$14,500, and now under construction, and \$22,500, on which it is now assured construction begin before the end of the year, Oklah City continues its forward march. . to top this off - \$14,927,385 rests in 0

23, 1030



hasn't ea City banks as savings deposits to beat now dow ecords by \$2,000,0001 . . . "Now is tions of time to get into a territory that is on the ity and ard trend", says Roger Babson. And, eir upwirding to the same authority, Oklahoma new hime of only two states that can qualify as ales and s on the upward trend. In view of the reports that Oklahoma City and its market, the uth, or at of Oklahoma, weren't even down durh show the past trying year, we think you'll City et that this market, with its more than a that ton population, is a good one to cultieven more and keep. Both jobs can be done superth or So ly well at one low advertising cost by ldings of a maximum schedule in the Okla-14,500, and Times.

# 92,500, truction IE DAILY OKLAHOMAN

Oklahoma Publishing Co. OKLAHOMA FARMER-STOCKMAN

al Absertising Agency - New York Chappe Below Adapte Assess Cay Dullas San Francisco

sts in O

headlines have featured such statements as "business is looking up," or "business men have confidence in future." Well, why not? Heaven help the business man who either refuses to look up or face the future.

#### q

HIS kind of "cheerio" however, istoo impalpable. It is like that "indescribable something" which we may refer to as "the soul of a rose," or "the essence of mankind." One of Detroit's candidates for Mayor in its recent election referred to such matters by saying that "you can't make pork chops out of poetical allusions."

FAR be it from us to dampen any equinoctial ardors, but we are in agreement with the Mayoralty candidate that pork chops are more substantial at present than poetry.

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IN order to make our practice in Detroit square with our beliefs, we are now urging our readers to "buy now" through a series of front page editorials. This is nothing new, but it is one straw in a wind that we believe will quite rapidly coagulate into a substantial straw stack.

The Detroit Free Press

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CONKLIN, INC.
Representatives

New York

Chicago

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San Francisco

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### How Producers Are Making Independents Better Merchandisers

By Organizing for Buying, by Instruction in Budgeting Expense and Other Means, Independents Have Been Able to Meet Chain Competition-The Fifth Article of the Chain Store Series

#### By M. M. Zimmerman

HOW are independents holding their own against chain competition? Are they waging a successful fight? What new buying and selling forces have manufacturers, jobbers, and independents introduced to meet chain competi-

tion?

These questions have been asked of leading national advertisers, jobbers, dealers, trade associations. trade papers and every other agency that comes in contact with the dealer and national advertiser. From the information gathered and the discussions carried on involving the analysis of every phase of these questions, it may be stated with a definite amount of certainty that the progressive, wide-awake merchant is not thinking about chain competition to the detriment of his own business and appears to have no difficulty in meeting it.

The thought that gives evidence of the greatest progress made by the independent retailer toward his own economic re-adjustment, comes from E. J. Williams of Roswell, Mexico, who operates a

haberdashery store.

"The most effective weapon we have," he writes, "to meet chainstore competition successfully and to beat it, is the knowledge we gained some years ago that the public doesn't owe the independent merchant a living, and that the consumer is at liberty to purchase wherever he pleases. Some merchants don't believe that. I had an argument several years ago with a local grocer on the subject. He told me I was a fool. Today he is out of business, while mine continues to prosper.

"We saw the chain store coming our way some several years ago, and we set out to keep our store in the minds of the people in the territory. We doubled our adver-

tising and used every means possible, in and out of the store, to attract favorable attention and keep in the public eye. As for our methods of merchandising and advertising, we constantly study the trade journals and try to let nothing get by that will be worth while for our business. We have been carrying daily advertisements in the local and weekly papers for

"Most of our advertising is of a personal nature-naming different men and women of the town. Of course, we use judgment as to how we mention these names. The most important way the independent can compete with the chain store today is to line up with a number of reputable houses and concentrate his purchases with them. The next is to advertise consistently; keep the window spotless and display it full of attractive merchandise; keep the store neat and clean; pay special attention to salespeople by training them to meet and talk with people and make friends for the store.

#### The Futility of Sympathy

"I have found it impossible to get any business on sympathy, states Foster Fletcher, a merchant of Ypsilanti, Mich. "If sympathy could get you any business, the independents on our street would all be rich. If the public wants the chain store, that is what we are going to have. In our own business, we try to educate as much as possible and in order to do that, we have trained our men so that they can intelligently present our store and our merchandise, and the service we render. This type of salesman costs more money than the average chain can afford to hire. and we feel we have an advantage right there. If independents are

going to keep up with chain competition, they must have more supervision from the manufacturer. The relationship must be made closer in some way."

In recent years many champions of the retailers have come forward to aid his cause, some for altruistic purposes, others because their own future was so closely tied up with the future of the independent that they deemed it necessary to extend a helping hand.

J. Frank Grimes, president of the Independent Grocers' Alliance, deserves special mention. He has done an outstanding job in bringing more than 10,000 independent retail grocers, and sixty jobbers, into a huge organization that controls the second largest buying and selling power in the food industry, totaling a sales volume of more than \$500,000.000.

Other outstanding examples of manufacturers, jobbers, associations and publishers that are contributing toward the welfare of the independent are Wilson Brothers of Chicago; Brown Shoe Company, St. Louis; Knox Gelatine Company; McKesson & Robbins; Wholesale Dry Goods Institute; Butler Bros.; Rice-Stix Dry Goods Co.; Century Furniture Associates; National Retail Grocers' Association; National Wholesale Grocers' Association and the Ohio Council of Retailers and the Hart Magazine Group, affiliated with the Dry Goods Economist.

Some two years ago, Wilson Brothers, manufacturers of a national line of haberdashery, found that it was time to extend some form of co-operation to dealers. They called a meeting of about forty merchants and offered to cooperate with them by making a survey of each retailer's store and recommending how the business should be conducted, under a budget form of operation. They also promised advertising co-operation and other help. The merchants were placed under no obligation, but Wilson naturally felt that if it was helpful to the retailers, its compensation would be in the form of increased business. After a period of time the company found that it was not helping the

merchants as it had hoped to, nor did its sales to retailers increase.

E. J. Skinner, chairman of the beard of Wilson Brothers, then came to the conclusion that the only way the company could help these people was by having the right to control the policy of the independent dealers. Again they were called together, but this time in small groups. They were told that unless Wilson could control the buying, the overhead expense, and the general policy of each dealer's business, it must drop the entire attempt to be helpful to them.

#### Organized into a Voluntary Group

"To our intense surprise," states Mr. Skinner, "practically everyone of them agreed to the arrangement. They formed themselves into a voluntary group, adopting the name of 'Wilson Brothers Haberdashers Inc.,' which has spread from coast to coast. With the aid of an expert accountant-and we assume the expense-each dealer goes over the condition of his stocks, etc., and a budget of expenses and purchases is outlined. This survey inventory and analysis is in itself a document of incalculable value to both dealer and Wilson Brothers, as it guides both in the operation of the store for the next year. Each dealer agreed to buy a certain rea-sonable percentage of the Wilson line. Possibly 50 per cent of these members carry other lines than furnishings-such as clothing, hats, shoes, etc. Since this plan has been in operation, satisfactory results have been achieved.

"In educating our dealers, we recommend concentration on every line because it keeps the stock down to the lowest possible point, consistent with the proper volume. The worst situation in the world for a manufacturer dealing with a retailer who concentrates with him would be to have that retailer overstock on his particular line. It would show lack of intelligent cooperation; it would necessitate markdown; the retailer's stock would not, especially in style articles such as ours, be clean, up to date, and properly styled at all times.'

as

To check the value of the Wil-

THE NEWS • NEW YORK'S PICTURE NEWSPAPER
Tribune Tower, Chicago • Kohl Building, San Francisco
News Building, 220 East Forty-Second Street, New York



WE have never been as much concerned with getting our paper into the home . . . as with getting it into the eye! The small News page delivers your advertising to millions of eyes — and New York people go home by themselves!

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son Brothers' policy to its dealers, letters were written to many of them and the replies received are conclusive that this national advertiser has developed a dealer cooperation that will be lasting and

profitable.

The Fayette R. Plumb Co. of Philadelphia, hardware and tool manufacturer, is helping the dealer meet chain-store competition by refusing to sell the chain and mailorder houses. In 1908 this company adopted a sales policy of dis-tributing through the jobber, dealer to consumer. On January 5, 1926, it deemed it wise openly to reaffirm that position, and made a formal announcement that it would not sell catalog houses nor chain stores. "Committed as we were to a polof legitimate distribution," states Fayette R. Plumb, president, "we had to be sure of our ground. A thorough and careful analysis of distribution statistics proved that the sales of all chains, including catalog-house stores, and sales of houses from catalogs catalog amount probably to less than 5 per cent of the total hardware distributed in the United States. In our products, the proportion would be somewhat larger. It seemed evident to us that if even 90 per cent of our business was and would be handled through independent jobbers and dealers, then our 'stake in the pot' was so overwhelming that our life-blood depended on putting our entire sales strength behind the factors of legitimate distribution. This meant that we must give prominence to our position, stressing why we adopted it.

"We accomplished our object through an educational campaign, stressing the advantages of the independent dealer, if and when he understood his strength. We knew that the chain store excelled only in the low-priced field. We knew that in high-grade lines, where the user is dependent on the dealer for advice in selection both as to quality and service, the independent has and would always have control

of the field.

"Next we sponsored a \$1,000 prize campaign—'the Plumb Hardware Retailer Award.' This contest awakened dealers to a fuller sense of their many advantages. We coined the phrase 'More Than Price Tag Value' and featured it in our page advertisements. We taught the dealer to trade-up. All this was during a period when almost everyone figured that price was the only factor. The net results were remarkable and proved conclusively the advantages of the independent dealer in selling quality lines.

#### Knowledge of the Policy Widespread

"We believe the following answers of dealers to questions asked through unbiased personal calls upon dealers in every section of the country is the best evidence we can offer-70 per cent knew of the Plumb policy regarding not selling chain stores and catalog houses; 663/3 per cent stated that the Plumb policy had favorably influenced their buying policy toward the line. Of this 66% per cent, 39 per cent stated they were now Plumb dealers, but stronger than ever. Sixtyone per cent gave following specific answers as to their support: (a) Adding Plumb items; (b) Concentrating on Plumb; (c) Throwing out other lines for Plumb (d) Making tool line 100 per cent Plumb.

Another manufacturer in the hardware field who has chosen the independent dealer exclusively, as its one source of distribution, is the Eclipse Machine Company, Prophetstown, Ill., manufacturer of lawn mowers. This company features in its advertising the slogan—"Sold Only through Independent Deal-In its copy, it stresses the "Long ago following message: Eclipse prepared for the future by laying a sound foundation of marketing direct through the dealer, building therein year after year a structure of mutual confidence-by restricting contracts to the independent hardware dealer, insuring mutual co-operation; by refusing to consider quantity business from outside sources which conflict and compete with our independent hardware merchants."

L. E. Roth, manager of the company, states: "Overtures from the large mail-order houses have

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There is a certain advantage in having your color work printed in a plant that is handling a lot of this class of work.

Day and night we keep busy one of the largest batteries of two-color presses in the country.

This steady production not only keeps the quality up to standard, but at the same time makes for economy and speed.

Make a note now. Charles Francis Press on the next color job."

# CHARLES **FRANCIS** PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE NEW YORK

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ed the Oklahoma fairs this year than in 1929. A close gate check showed this ... Money spent at fairs is only a surplus of farm wealth . . . There's more in rural Oklahoma to meet all needs . . .

More farmers attend-

Above is an actual photograph made at the Oklahoma state fair at Oklahoma City on Sept. 26, 1930. This was "State Day" and in the throng are hundreds of farmers from every county.

leaving the hired man to milk the cows nd slop the pigs, thousands of Oklaome farmers rolled in to Oklahoma City, ulsa and Muskogee\* this fall to have a ollicking time at the fairs.

More of them came than were on hand last rear, or the year before—swelling attend-nce figures from practically every county.

Visitors at the Oklahoma City state fair lone numbered 254,833 - making it he third largest in history.

Mr. and Mrs. John Foodgrower called it holiday week - and made the most of t. They spent their money as freely as hey did their time, proving to the whole pset world that things aren't so bad on he farm.

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ncidentally, the Oklahoma state fair was iberally advertised in the Oklahoma farmer-Stockman. . . . Whether it's crowds or sales you want, Oklahoma's only farm paper will do the job.

\*A heavy farmer attendance was also in evidence at the Amarillo, Texas, Tri-State fair which closed Sept. 28, 1930. This is part of the Oklahoma Farmer-Stockman territory.

### THE OKLAHOMA ARMER-STOCKMAN

The OKLAHOMA PUBLISHING CO. WKY The Daily Oklahoman-Oklahoma CityTimes National Representive E Katz Special Advertising Agency Below is a picture of the sea of automobiles driven by farmers to the Tulsa state fair Sept. 13 to 20, 1930. Cars of all the better

makes are represented.



Slayton P. La Due 625 Hearst Side, San Francisco, Calif

J. D. Galbraith

# Can Tell You in a MARKET? The Post-Intelligencer

in terms of people. We have 500,000 personal-testimony facts on the great A market comprises potential buyers ... and more. "The Seattle Market" means the merchandise and price preferences, buying habits and purchasing Seattle Market. Facts available to every manufacturer through any Postpower of people. The Post-Intelligencer knows the Seattle Market . . . Intelligencer representative.

3-129 General Meters Bidg., Detroit, Mich. 185 Madison Aws., New York City

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POST-INTELLIGENCER

MILLION MODERNS IN THIS MARKET!

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met with our refusal to quote. Our policy has probably limited our volume, but co-operation with live independent merchants has its rewards."

There is also a successful Dealer Co-operative Association functioning in the hardware field. It is the Hall Hardware Co., of Minneapolis, comprising 500 progressive independent hardware merchants, each one an equal stockholder in the company. The members enjoy the combined benefits of group buying, advertising and merchandising. Under this plan every dealer member is operating a profitable and highly successful hardware business.

McKesson & Robbins, leading proprietary and drug manufacturers and wholesalers, are another outstanding firm doing a constructive job for the independent. When this organization had to determine which type of husiness it should specialize in, it made a thorough investigation of the market as it then existed and decided that the independent retailer offered a larger market for its products. With this decision, McKesson & Robbins realized that the independent should be made a better merchandiser if their own business was to be stimulated. They are using practically all forms of national publicity, consisting of newspaper advertising, window displays, radio, etc. To tie up with the dealer, first they launched a \$1,000 dealer The important question they asked of the independent retailer was whether he thought his condition was as satisfactory today as it was a year ago. Other pertinent questions were also asked. Prizes totaling \$1,000 were to be awarded for the best answers, based upon the opinions of the individual retailers. Ninety-six per cent of the replies received were positive in their statements that the independent is in a stronger position today, and all of them attributed this to the fact that they are learning a better type of merchandising.

Secondly, McKesson & Robbins are sending out specially trained salesmen who travel in groups and carry a complete merchandising service to visit drug stores. They spend from a half day to a full day with each druggist, reviewing the conditions found in his store and suggesting better merchandising methods in display, operation, and advertising. These men also aim to get the druggist to install an accounting system, so that profits by departments may be determined.

Another outstanding example in the drug field, where jobbers and dealers have combined to take advantage of co-operative methods, and have put into effect many new selling forces, which enable the independent to conduct his business from the net profit viewpoint, is the "URE" Druggist plan. This idea was originated and developed by the Mutual Drug Company of Cleveland, with branch houses in seven other centers of population. It is a co-operative association, financed by retail druggists, and serves between 4,500 and 5,000 independents, with an annual business approximating \$20,000,000. "URE" Druggist, Inc., is strictly a wholesale distributing company, and in addition to its wholesale houses, it owns Burrough Bros, Mfg. Co., Baltimore, which manufactures pharmaceutical preparations.

#### An Emblem for Identification

"My first thought," says R. E. L. Williamson, managing director of "URE" Druggist, Inc., "was to identify our members in the minds of the public as being a part of a large organization. In other words, a part of a huge chain of drug stores, enjoying all of the advantages and opportunities that the chain stores enjoy, but at the same time maintaining each member's own individuality and personality. We constructed this plan, designed the emblem for identification purposes, created a window-trim service, manufactured a line of merchandise under the "URE" Druggist label and set up an advertising department to advertise these individually owned stores, displaying the "URE" Druggist emblem.

"While this service was primarily constructed for our own houses,... it was offered to the membership of any other co-operative wholesale drug house that would co-operate with us. Some of the country's leading jobbers have accepted our offer. At this time, we have the Memphis Mutual Drug Co. of Memphis, the Ellicott Drug Co. of Indianapolis, the Los Angeles Drug Co. of Los Angeles, the St. Louis Wholesale Drug Co. of St. Louis, the Washington Wholesale Drug Co. of Washington, D. C., and the Calvert Drug Co. of Baltimore, Md., co-operating with the 'URE' Druggist plan."

According to Mr. Williamson, one of the most important reactions so far has been the awakening of the independent druggist to the necessity of keeping step with modern trends. "I am of the opinion." he concludes, "that the sooner the independent retail druggist can get himself in a frame of mind where he will accept the chain store as just another competitor and not look upon him as an enemy, outlaw or an interloper, just that soon will he begin to look more intently at his own store, and then maybe he will be able to recognize quickly the shortcomings of his own establishment, and when he can recognize them, then he can correct them."

In the shoe industry, an outstanding and very important job of dealer co-operation is being done by the Brown Shoe Company of St. Louis. This leading national advertiser began to study the dealers' problems some fifteen years ago. After many years of research and experimenting with various forms of dealer co-operation, which have cost a large sum of money, it has developed a plan that enables dealers to do better than chain stores in volume and profits.

Long ago the Brown company found that the dealer depending entirely upon himself is on the decline. He must ally himself with a manufacturer on a definite basis of mutual interest, and through the strength of this combination he can then beat chain competition.

Any manufacturer, successfully to execute this plan, must first be in position to give the retailer the same operating advantages that chain headquarters give their retail

units. Second, he must fully understand the merchandising problem of the retailers. Third, he must maintain specialists in stock control, in retail advertising and store management. In short, he must provide for his concentration outlets specialized service and knowledge that no retailer has the resources and the time to acquire. but which he can apply profitably to his business when supplied by a reliable source. In addition, the manufacturer must have as a foundation for the plan, a strong and well-balanced line-one that enjoys the confidence of the public.

The Brown plan is offered to retailers who have a satisfactory inancial background and who have the experience and ability to carry out their end of it. Briefly, then, after the dealer has been accepted by the Brown company, he receives the following co-operation:

(1) The use of the trade-mark name "Brownbilt." This name is backed up by national advertising and identified with the public by means of an emblem on the windows and also reproduced in the national advertising. (2) A stockcontrol system, which involves a minimum amount of detail, and which keeps a constant check on his stock. (3) Special shipping service. (4) An independent audit and thorough analysis of his business twice a year. (5) A weekly accounting and reporting system which gives him a true picture of what he is doing. (6) Special advertising and merchandising service, which includes every form of "dealer help," and special stunts, which place the store on a par with the large department store. (7) Advance style information. Besides this service, financial advice, assistance in buying and any other information the retailer requires.

After a customer signs up with the plan, the field man is sent out to do the next job. His duties are to put the plan into execution and he remains with the dealer until he is thoroughly conversant with every detail, and is functioning successfully. The Brown field men are the key to the whole situation, not only from the standpoint of ex-

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# Local Boy Makes Good in Big City

DON'T come from any little burgh like McIntyre's home town. In fact, I first opened my eyes in the sophisticated glare of Columbus Circle. But when you drop me down alone among six hundred women, I'm nervous. The fact that I came through the experience is indicative of my savoir faire. Picture, if you will, the occasion. The reopening of The Examiner Cooking School, conducted by Prudence Penny and featuring two of the best chefs in the world. Is it any wonder the auditorium was the tie-up that has put many a good product on local shelves. It's a cinch merchandising proposition. Prudence gives out the recipe cards, names the brand names and each lady in the crowd rushes home to try out the dish on Father. . . The fact that The Examiner leads the morning and Sunday field by more than 170,000 lines for the first nine months in national foods, tells you better than I can about the results of this service. Why don't you give it a try?

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

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pense and cost of doing this job, but also from the standpoint of re-These men are specially trained and are sent into the field to take charge of approximately thirty-five stores each. It is the responsibility of the Brown plan's field men to keep in constant touch with every member in his territory, and be prepared to render every possible assistance. The field men are even trained to go so far as to advise on store location and discuss with the landlord the amount of rent that the retailer should pay. The plan enables the Brown Shoe Co. to control the dealer's policy 100 per cent. All new merchandising angles decided upon during convention are tested out before they are offered to the members.

All "Brownbilt" shoe stores in operation a year or more have averaged a net profit of 8.3 per cent on retail sales, after deducting all expenses, including reasonable salary; 22.5 per cent on the total investment, including stock and fixtures, and 39.4 per cent net profit on the net investment, or net working capital. In earning this profit, members paid the Brown Shoe Co. the regular price for the merchandise, and it costs the Brown company but 1.15 per cent to administer the Brown plan department. Besides insuring the manufacturer a definite volume of business, it gives his stylists and merchandise men an opportunity to study the pulse of the country as a whole, from a style and merchandising standpoint through direct contact with a wideawake class of dealers.

The next article will discuss the grocery and independent voluntary chain field and show how independents have organized into powerful associations that vie with chains in buying, selling and advertising and are thus able to meet their competition successfully.

### Death of W. L. Dudley

William L. Dudley, at one time general manager of Radio in the Home, Philadelphia, died at Plainfield, N. J., on October 19. He was sixty-four years old. He had also been Eastern advertising manager of Popular Radio. New York, and, at one time, a member of the advertising staff of the American Radio Journal. Radio Journal.

### Copy "Roughs" Have Their Parallels in Radio Auditions

Radio programs for an advertiser, like his publication advertisements, un-Radio programs for an advertiser, like his publication advertisements, undergo rewriting and conference room operations before they are introduced to the public. The progress of a campaign, from its initial steps to the finished product, were described in a talk which was made, last week, before the School of Commerce of Northwestern University, Chicago. The speaker was Frank A. Arnold, director of development, National Broadcasting Company, Inc.
When a program is sufficiently developed so that an audition is possible, Mr. Arnold explained, it is put on in one of the studios and subjected to the criticisms and suggestions of a planning group, representative of the advertiser, his advertising agency, and representatives of the sales, executive and program departments of the broadcasting company.

gram departments of the broadcasting company. "The program at this point," said Mr. Arnold, "is in the stage compara-ble with the roughs of the printed cam-paign and just as subject to criticism and alteration. This little conference group listens, criticizes and suggests, with the result that certain numbers are strengthened, others eliminated, new artists substituted, change in announcers recommended, and, in short, all of the changes equivalent to the erasures, addiand revisions in printed copy are tions

"After a sufficient interval, a second audition is heard in which all of the corrections have been made. This passes the board unanimously with, perhaps, a few minor changes."

### Jacksonville to Continue Campaign

The City of Jacksonville, Fla., will continue its advertising campaign for next year with an appropriation of \$40.000, to be spent in newspapers, resort publications and outdoor advertising. Harry E. Burns & Company, Jacksonville advertising agency, will handle the campaign.

### New Account for Bettman

Agency The Atlas Solvent Company, Chicago, has placed its advertising account with the Bettman Advertising Agency, of that city.

Ioins Reed G. Landis Company P. G. B. Morriss, for several years a special counsel to the Cunard Steam-ship Company, has joined the staff of the Reed G. Landis Company, Chicago advertising agency, as an account ex-

### Shawmut Appoints Doremus

The Shawmut Corporation, Boston, has appointed the Boston office of Doremus & Company, advertising agency, to handle its advertising in Boston, New York and Chicago.

# Not Even CLOSE!

No other San Francisco newspaper even approaches the city and suburban circulation of the DAILY

# San Francisco EXAMINER

P. S.—19 out of 20 San Francisco families read the Sunday Examiner

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23, 1930

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· Part of the crowd before The Sape



NOTHER WORLD SERIES has come and gone. No question that baseball maintains its hold upon the public. Each year finds the usual eager crowds before The Sunpapers' playerboard. Baseball, more than any other sport, has THE appeal. . And there is no question about the appeal of The Sunpapers to Baltimoreans. More and more readers are being added each month. Here are the latest circulation figures---

The Sunpapers in Sept. Daily (M & E) 303,116 9,721 Gain over Sept., 1929



EVENING

New York: John B. Woodward, Inc. Atlanta: A. D. Grant

Chicago: Guy S. Osborn, Inc. Detroit: Jos. R. Scolaro

San Francisco: C. Geo. Krogness

### Speaking of Education!

Hendrik Willem Van Loon, college professor and writer, makes some observations and asks some questions, in the October ROTARIAN, which induce straight thinking.

"Shall I send my boys to college where there are not more than half a dozen men in half a dozen universities who could really inspire them to something good and great and noble and foolish and unselfish? The mere accumulation of information is simply a waste of time in this age of encyclopedias and handy reference books. But the ability to think independently, to question intelligently, to doubt remorselessly every fact that offers itself to our inspection, is a priceless treasure and it can only be developed by constant association with people who are possessed of the divine fire of inspiration."

Articles like this are primarily responsible for our lineage growth. October is over 40% ahead of last October.

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### How Hires Rootbeer Staged Its Comeback

It Concentrated Advertising and Sales Efforts and Tripled Earnings in Three Years

### By Charles E. Hires, Jr.

President, The Charles E. Hires Company

A LTHOUGH the Charles E. Hires Company started selling its Hires Rootbeer as far back as 1875 and won a large demand and public acceptance for its product, from the years 1901 to 1920 its sale did not keep step with the increasing population and great advances made by other beverage companies during this period.

The problem of the present management was that of many other old companies who in their day were leaders in their particular field, but who had not kept pace, for various reasons, with rapidly growing American business. It is, as a matter of fact, a very rare thing for a product that has gone through these various phases to be able to change public consciousness from one of remembrance to renewed interest, appreciation of its values and finally, acceptance as an individual need.

The first step of the present management was obviously one of analysis of the market, its product and its financial ability, and to make whatever changes were found necessary again to capture public interest and acceptance.

The study of operation brought out that we were, in actuality, attempting to reach three tremendously large markets with our sales force, and advertising and merchandising plans; namely, Hires Rootbeer Extract for the home use, Hires Rootbeer Syrup for the soda fountain, and Hires Rootbeer in bottles sold through licensed bottlers throughout the country. It was at once obvious that, splitting our available capital three ways, we had been conducting for many years but a skeleton advertising and merchandising effort on these three markets; so thin in fact that it spoke well for the product that it was able to keep up with con-

sistently advancing expenses by small annual sales increases.

The obvious step seemed to be that of choosing one of these three fields for promotion, and the choice of Hires Rootbeer Extract for home use appeared best because it was a packaged article, the manufacturing margin of profit was satisfactory and substitution evils encountered with the fountain drink were limited. The survey of this market showed that the national potential sale based on the area of our business distribution would be equivalent to six times our present business even though we maintained sales in these old territories.

It was also quite apparent from checkups made, that a large part of our sales was limited to the older generations who had first become acquainted with Hires Rootbeer in former days. The younger generation, as a rule, was not using the product although it was, in most cases, familiar with it. The problem then was to turn knowledge of the product into the wish to use.

It was at this point in the picture that Mark O'Dea, with his splendid knowledge of consumer psychology and advertising and merchandising methods, played such an important role in our revival. He immediately knew that the only way to change the buyer's attitude from one of knowledge of the product to one of desire to use it, was through the channel of getting people actually to taste it—in other words, sampling.

Three years ago we started to rebuild on this basis. We gave up practically all forms of large-size display advertising in magazines and newspapers, and concentrated our effort largely into magazine sampling. The first year the public cut coupons from ads and re-

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arily age 0% ceived approximately 60,000 gallons of free rootbeer. The cost of this coupon inquiry ran about 65 cents per coupon.

The following year we enlarged the campaign so that we succeeded in sending out equivalent to 280,-000 gallons of free rootbeer to the public. The cost per coupon inquiry the second year was lowered to approximately 55 cents. The third year this campaign was again increased and the company mailed out on request from coupon cutters enough Rootbeer Extract to make somewhat over 800,000 gallons of rootbeer.

In the meantime, we were rather amazed to find out that the coupon inquiry cost had again dropped to an average of about 26 cents per inquiry. This fact alone seemed to show that the interest in the product was increasing rather than decreasing. This sampling through coupons was, of course, the backbone of our campaign, but in reality was but a very small part of the merchandising effort being made.

During the three years given above our sale in units on the product had increased from 459,000 to 536,400 in 1928, and then to 642,000 in 1929, and this last year to 885,000. In this respect it was also of interest to note that the sale had increased in the areas in which we had always enjoyed our main business by nearly 40 per cent, which of course raised the potential national business to nearly eight and one-half times the original figure.

Although the sampling was the backbone of our effort, a tremendous amount of other work was conducted simultaneously with the campaign. As an illustration, we succeeded in reaching, through medical magazines, some 15,000 physicians all of whom were sampled on their own request, and approximately 97 per cent of the physicians acknowledging receipt of the sample, stated that in their opinion Hires was the safest and most healthful beverage next to milk that they knew of.

Another phase of the campaign enabled us to reach over 250,000 school children in the public schools of the country with samples of our product. This was brought about by conducting a series of health lessons using Hires Rootbeer Extract in conjunction with their daily milk diet. In this campaign we had the help of the teachers and not only succeeded in getting these children to use the product right in the class rooms but also in their homes.

A merchandising plan was also arranged to enable us to get distribution throughout the country by offering to pay the dealer his full retail price for all letters that were turned in by a selected list of his customers, each letter being good for a bottle of our extract when presented by the customer. The first year that this scheme was tried we succeeded in adding over 20,000 new dealers throughout the country, and actually bought back from these dealers over \$110,000 worth of our own product, which meant that about 450,000 families in the country had taken advantage of our offer and presented the letter to the dealer for a bottle of Hires Rootbeer Extract. The interesting feature of this part of the program was that these dealers were not heavily sold and that in most cases repeat business has continued to come in.

In addition to the above general plans that we used in the promotion of the extract, there were numerous other small ones for various communities and for reaching particular fields. It is our hope that this coming season we will be able at least to double the number of sample requests with a still decreasing cost per inquiry, and as the trend of increasing business seems to be very definite we believe that the apparent potential market will very shortly be realized.

Now, as can be expected, this large increase in the business has made it possible for us to take upseriously the question of the fountain field, as well as the bottling field, and our plans for the coming season are being made along lines that we expect will result in the same upward trend of sales in these two fields.

It is interesting to compare the increasing sales of one division for

### Los Angeles Newspaper Circulations

Sworn Post Office statements covering the four largest Los Angeles newspapers for the six months ending September 30, 1930, compared to the same period last year, show:

# Los Angeles Times GAINED . . . 4,282

First Afternoon Paper GAINED . . . . . . . 894

Second Morning Paper LOST ......687

Second Afternoon Paper LOST ......6,228

The Los Angeles trading area—due to the spread of population made possible by all-year sunshine—is one of America's outstanding morning newspaper markets. Los Angeles morning circulation exceeds Los Angeles afternoon circulation by approximately 100,000 copies a day. In this morning market the Los Angeles Times has the largest obtainable morning circulation both inside and outside the city of Los Angeles.



Eastern Representative: Williams, Lawrence & Cresmer Co., 380 N. Michigan Bird., Chicago, 385 Malion Ave., New York. Pacific Coast Representative: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bidg., Seattle.

3, 1930

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the last four years with the earning statement of the company:

					ı	7	nits of Sale	Earning.
1927							459,000	\$224,000
1928							536,400	414,000
1929				۰			642,000	620,000
1930				0			885,000	875,000
								(Annrox

These figures are the net profits after taxes, depreciation and all charges.

### The Census of Distribution Gets Attention

THE POOR RICHARD CLUB OF PHILADELPHIA

PHILADELPHIA

Editor of PRINTERS' INK:

On Thursday, October 23, in the evening, the Poor Richard Club is going to have Edwin H. George, Chief, Marketing Service Division, U. S. Burcau of Foreign and Domestic Commerce, speak on "Analyzing the Census of Distribution." This will be an evening meeting followed by a Round Table Discussion. I would advise me within the next few days the dates of publication of any articles that have appeared in the PaixTeas' Ink Publication pertaining to the Census of Distribution. Distribution.

Distribution.

We have in mind printing this as a footnote to the advance notice of the program, so that our members who desire to take part in the discussion can look up all information available on the Census.

Poor Richard Club, Norbert A. Considing, Chairman, Program Committee.

NOW that preliminary reports based on the Census of Distribution are beginning to appear, renewed interest is being evidenced by many business executives in this first effort to collect the statistical facts concerning distribution in this country.

From the beginning of the movement which led to the present distribution census, PRINTERS' INK has reported developments so that our readers might be fully informed on this important project. various articles give a complete picture of the circumstances that led to the development of the idea and how it was decided to work it out. Like the members of the Poor Richard Club, those who wish to inform themselves fully

regarding the history of the Census of Distribution, its objects, etc., will find the information they want in the following articles.—[Ed. PRINTERS' INK.

A LIST OF ARTICLES THAT HAVE APPEARED IN PRINTERS' INK ON THE CENSUS OF DISTRIBUTION

Another Sample of the Census of Dis-tribution, p. 89, October 9, 1930. The Census of Distribution, p. 127,

October 2, 1930
What a Census of Distribution Report Looks Like, p. 60, October port 1930

2, 1930
What Distribution Census Will
Do, p. 49, October 24, 1929
Plans for Distribution and Unemployment Census Develop, p. 80,
July 25, 1929
Advisory Group Appointed for Distribution Census, p. 149, July
18 1929

tribution Census, p. 143, 1919 18, 1929 bat the Census of Distribution Will Ask For, p. 76, June 20, What 1929

Some Evil Effects of the Craze for National Distribution, p. 92,

for National Distribution, p. 92, January 3, 1929 Outlines Trial Census of Distribu-tion, p. 34, November 8, 1928 The Census of Distribution, p. 155, June 28, 1928 Industrial Advertisers — Fact-Find-

Crusaders, p. 73, June 21, 1928

Some Startling Discoveries in Dis-tribution, p. 25, May 31, 1928 What Is the Census of Distribu All About? p. 33, April tion 19, 1928

hat a Census of Distribution Would Cover, p. 36, March 8, 1928

Census of Distribution, p. 192. February 9, 1928 Government's Interest in

Better Distribution, p. 145, November 1927 Baltimore

lltimore Distribution Report Completed, p. 163, September 1, 1927 Domestic Commerce Division to be Expanded, p. 132, August 4,

1927 Has What Has Been Learned from Baltimore Census, p. 128, May 12, 1927

Census of Distribution Begins at Baltimore, p. 193, March 10,

Plans Completed for a Census of Distribution, p. 240, January 27, 1927.

### Join Dana Jones Agency

Gardner W. Gregg, formerly manager of the publicity department of The Mayers Company, Inc., Los Angeles advertising agency, has joined the Dana Jones Company, advertising agency, also of that city, as publicity director. O. V. Johnson, formerly with Foster & Kleiser, outdoor advertising, has also ioined the outdoor advertising, has also joined the Jones agency as an account executive.

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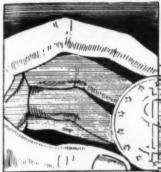
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## **BUYERS**



YOU CAN'T LAUGH OFF A MILLION MODERN-MINDED BUYERS. THEY'VE MILLIONS TO SPEND AND THEY SPEND THEM—



MENCKEN can make money by laughing off the millions. But Baltimore's playboy isn't selling goods. You are.

And you want to sell all you can. Maybe your New Yorksales figures do look good. Even for the world's largest market. Maybe you are "well pleased."

But maybe, too, you'll have conniption fits when you realize you've been laughing off a million families . . . 801,334 within 50 miles of Times Square . . . 34% of all the New York City families and 49% of all the suburbanites

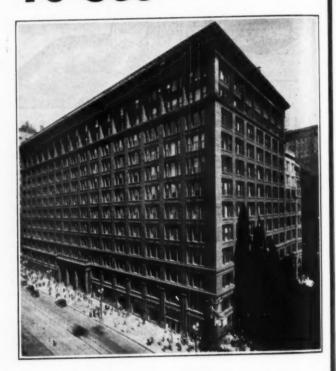
who buy standard size Sunday newspapers I

Perhaps it'd be canny to let the other fellow laugh off this \$2,241,100,500 in cold coin. For 69.3% of this spendable money can be reached only through the American . . . whose readers are the only people in New York who pay a dime for their Sunday newspaper . . . and who won't miss it a single week, even if you continue refusing to print your logotype in the company of Brisbane, McManus, Forbes, Rogers and the other highbrows and low-brows modern New Yorkers enjoy.

NEW YORK AMERICAN

a Million Fundier and Willion Spenders

# They Waited To See—



23, 1030

THE Daily Times was started in Chicago September 3, 1929. Marshall Field & Company did not advertise in the Daily Times until they had observed its first 23 issues. Last year they used no Daily Times space in the first 14 week-days of October. They used 14 full pages in the same period this year. Chicago's great retail merchandising house has reasons for its advertising decisions.

# DATLY ILLU TENTIMES CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.

Palmolive Bldg., Chicago

295 Madison Ave., New York

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### The ORIGINAL

# "MAIN STREET" TOWN doubles in size on shopping day

Sauk Center, Minn., Setting of Sinclair Lewis' Famous Novel



AS ONE of the two principal trading centers of Stearns County, the census figure, crediting the original "Main Street" town with 2,712 people, is no indication of its actual size on shopping days. There are 4,625 farm families in Stearns County—25,266 farm people—and merchants in Sauk Center, a typical Northwest town, will tell you they get 65 per cent or more of their business from farm folks.

In the Northwest (Minnesota and the Dakotas) there are 1,610,000 farm people—343,738 farm homes—and 88.7 per cent of them do their shopping in towns like Sauk Center or smaller.

Fifty-one and two-tenths per cent of the entire population in the Northwest lives on farms. There is only one way to reach this larger half of the Northwest market. THE FARMER, with a circulation of 279,000, is the primary advertising medium in this primary residential district.



New York—Wallace C. Richardson, Inc., 250 Park Avenue Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

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# Must Advertising Lower Prices to Justify Itself?

BETTER HOMES AND GARDENS DES MOINES, IOWA

Editor of PRINTERS' INK:

I understand that you have some information dealing with distribution of the cost of advertising which shows that national advertising does not add to the unit cost of advertised products but in some cases, actually reduces the cost by reason of larger volume of distribution.

If you can give me two or three instances of this within the next two or three days, I will appreciate

it greatly.

ELMER T. PETERSON, Editor

EVER since advertising became a commonly used business tool, it has had to run a gauntlet of criticism. It was to be expected, of course, that those who are opposed to our present economic scheme as a whole would quite naturally be opposed to advertising

But curiously enough, a number of those who profess to be antagonistic toward advertising do not question the soundness of our basic business procedure. They believe, for example, that salesmen are necessary. They are not in the habit of decrying the middleman. They see no reason why a company should not put its name on its factory door and on its letter-

But when advertising is mentioned, to them—and advertising they usually conceive to be the use of publication space and perhaps a few of the other better known mediums—they promptly turn thumbs down. Advertising is unnecessary, they say. It performs no economic good. It doesn't lower prices (this is their clincher).

These contentions are so easily is a continual source of amazement to us. Since they die so hard, however, it has become a duty—a monotonous duty—to make reply to them periodically. Apparently the needs of the moment make it imperative that these advertising heretics be given the same old lesson all over again.

However, we fear we are not equal to the task of going over all the ground again. Instead, let us confine ourselves to an answer to the argument: Advertising

doesn't lower prices.

There are two ways to make reply to that contention. One is to cite a large number of easily available instances in which the manufacturers, themselves, give advertising credit for reducing prices. This sort of information has appeared in the PRINTERS' INK Publications in such quantity that it would scarcely be feasible to devote sufficient space in a single issue for a recapitulation. A list is available, however, which furnishes the titles of the references and the dates of the issues in which they appeared:

That, as we have said, is one way to answer the critic who insists that advertising does not lower prices. The second way is to inquire, blandly: And suppose

it doesn't?

After all is said and done, is there any reason why advertising must lower prices to justify its existence? Isn't it conceivable that advertising might be an economic good even though in certain instances it might lead to increased prices?

This entire matter, it seems to us, would be vastly simplified if everyone were to realize that advertising, in the final analysis, is simply another selling instrument. It performs a function in the selling end of a business. The performance of that function entails a certain expense, precisely as it costs money to employ salesmen or to erect a factory.

With this much agreed upon it remains only to be determined whether there is any other instrument that can perform the same function at less expense.

So far as our knowledge goes, there is no vehicle capable of transporting a message to so many people with such speed and at such a

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low cost as advertising. It is entirely aside from the point to remark that, under another economic system, such as Communism, for example, it would not be necessary to force the sale of merchandise. We are discussing the place of advertising under economic conditions as they exist in most civilized countries. Under these conditions, selling is necessary. Advertising is a form of selling. Like every other form of selling, it adds to the operating cost of business. But unless one turns thumbs down on all forms of selling because they entail extra expense, there is no excuse for criticizing advertising on that score.

Does anybody suggest the elimination of salesmen because they add to the cost of doing business? Does anybody suggest the elimination of all the factors that intervene between the producer and the consumer because all these factors add to the cost of the product? Anybody, that is, who subscribes to the present economic scheme?

The development of the machine has given us innumerable problems. Not the least of these is the problem of disposing, at a profit, of the rapidly multiplying output of the machine. If it costs more to sell this output than in the days when the machine was not so highly developed, is that a black mark against advertising or against the machine?

Advertising may not reduce In countless cases it does It doesn't have to.

Advertising has a specific job to perform in the selling end of business. It performs that task at a specific cost. When a less costly way of performing that same task is discovered or invented, advertising may become a museum cu-

Until then, regardless of whether or not advertising reduces prices, it will remain what it most assuredly is today-an economic necessity.-[Ed. PRINTERS' INK.

### Joins "Furniture World"

Walter A. Schilling, formerly engaged in radio work, has been appointed editor and assistant to the president of Furniture World, New York.

### What Advertisers Will Spend in 1931

WO hundred and fifty-six na-I tional advertisers, members of the Association of National Advertisers, have been polled concerning their proposed advertising appropriations for 1931. This number represents a majority of the association's membership and they report as follows: Those who will repeat their 1930 appropriations total 121; increased appropriations are planned by sixty advertisers and fourteen advertisers will decrease their appropriations.

Of the sixty companies that plan enlarged appropriations, increases over 1930 are classified as follows:

Com- panies	Per Cent	Com-	Per Cen
2	200	14	16 to 20
1	100	5	11 to 15
1	50	14	6 to 10
6	21 to 49	8	1 to !
Nine com	panies report	"yes," bu	t give no

Of the fourteen companies that will decrease their 1931 appropriations, the decreases as compared with 1930 will be as follows:

Com-	Per Cent	Com- panies Per Cent		
1	50	5 1 to 10		
3	30	1 company gives no		
4	11 to 25	percentage		

Sixty companies were unable to give definite figures, but offered various comments. From their comments the following information was obtained:

- 9 companies may possibly show an increase.
- 13 believe they will retain 1930 appropri-
- ations;
  5 may show a decrease;
  29 fad not yet determined their 1931 appropriation;
- 5 will retain the same ratio of advertising to sales.

#### N. T. Brotherton Starts Own Business

Norton T. Brotherton has started his own advertising business at Detroit, with offices in the Stormfetz-Lovely Building. He was recently with the Savage Adver-tising Agency, of that city, as vice-pres-dent, and, at one time, was advertising manager of The Ford Motor Company.

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3, 1930

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but only half with guns

THE strength of an army is not in the number of men but the count of its armament.

The strength of a newspaper is not in the number of its readers but the number of buyers in its cir-

culation.

An army of half-a-million but only half with guns will march to defeat against an army of a third-of-a-million armed troops.

The Cleveland News may not provide the largest number of readers in Cleveland — but it has the greatest number of buyers.

To prove it, we employed Emerson B. Knight, Inc., nationally recognized market

analysts, to conduct a consumer study of Greater Cleveland families. Their certified findings show that News readers are far above the average in all indices of purchasing power—charge accounts, motor cars, savings accounts, investments.

Ask for the certified facts.

### THE CLEVELAND NEWS

Geo. A. McDevitt Co., National Representatives

### Drive Planned Against Commercial Bribery

BUSINESS men may pay but passing attention to racketeering, thinking that rackets and racketeers are things apart from their businesses. The evil is an insidious one which may fasten itself upon a business before its presence is realized. One approach which it may use is through the door of commercial bribery.

This is the warning issued to a group of trade representatives who attended a conference on commercial bribery, held at New York last week under the sponsorship of the Commercial Standard Council and the Better Business Bureau of New York, Inc. The conference, which was under the chairmanship of James C. Auchincloss, president of the New York Bureau, was held for the purpose of providing machinery for enforcement of the newly amended penal law of New York State against com-mercial bribery. The amendment makes it possible for either a giver or an acceptor of a bribe to testify with immunity to the one party which testifies. Previously the law held either party responsible for his testimony with the result that evidence for prosecution of a case was difficult to obtain.

The amended law, stated William Fellowes Morgan, Jr., chair-man of the conference committee, will not be worth the paper it is written on unless individual business men back it up. Commercial bribery, he explained, exists for the same reason that racketeering is spreading in industry. Both exist because of fear. The individual giving a bribe does so because he is afraid of consequences if he does not give it.

"The biggest menace facing American business today," said Mr. Morgan, "is the racket. In my mind it is tied up with commercial bribery. As soon as the business man gives a rake-off away, he is meat for the racketeer. I can say this on authority: If business men would only have the guts to stop playing ball with racketeers and go to the mat with them, gangsters will be a thing of the past."

Garland S. Ferguson, chairman of the Federal Trade Commission. described the origin and purpose of the Federal Trade Commission Act and how it functions to rid business of deceit, bad faith and practices opposed to good morals. Bribes, he classified as being opposed to good morals and an evil of business which receives the attention of the Commission, Commission is only empowered to act where interstate commerce is concerned and cannot treat of the evils in intrastate dealings. strongly endorsed the strengthening of the New York State law on commercial bribery and stated that sixteen States have passed laws making commercial bribery a criminal offense. Twenty-three foreign countries, including England, Canada, France and Germany also have such laws.

Mr. Ferguson expressed himself as long being of the opinion that each State in the Union should have an act similar to the Federal Trade Commission Act. Each act, he said, should be, as nearly as possible, identical with the Federal act so that each State would have the benefit of the long line of precedent of cases acted upon by the Commission.

Commercial bribery was declared by Grover A. Whalen, general manager of John Wanamaker, New York, to be one of the cancerous growths in business which is crippling it and exacting a huge toll from profits each each. He pleaded for machinery in the State government to make the new law effec-Advertising, he said, will benefit from enforcement of the law because every instance of commercial bribery constitutes unfair competition of advertising.

At the end of the conference a resolution was adopted appointing the Commercial Standard Council as the official counsel through which enforcement of the law will be sought.

Honor Leonard Ormerod Leonard Ormerod, of the public relations committee of the Bell Telephone Company of Pennsylvania, has been elected commander of the Benjamin Franklin Post of the American Legion, Philadelphia

Philadelphia.

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\$50,000,000 IS SPENT ANNUALLY BY TOURISTS

ARIZONA'S natural wonders—the Grand Canyon, the Apache Trail, the Hieroglyphics, and other points of interest attract over two million tourists annually. Tourists today do not follow the precedents set by the covered-wagon frontiersmen. They do not start out with supplies to last over the entire journey; they buy from Arizona merchants—and Arizona merchants are enriched more than \$50,000,000 by their buying.

Modern tourists are the modern buyers of metropolitan centers, and they buy the same metropolitan products in Arizona as they buy in their respective home towns.

Arizona merchants will stock your product —for both the tourist and home demand; and Arizona merchants can be sold economically through Arizona's dominant newspaper—

ARIZONA REPUBLICAN

Williams, Lawrence & Cresmer Co.
New York....285 Medison Ave.
Chicago...360 N. Michigan Ave.

INCREASINGLY IMPORTANT IN ARIZONA

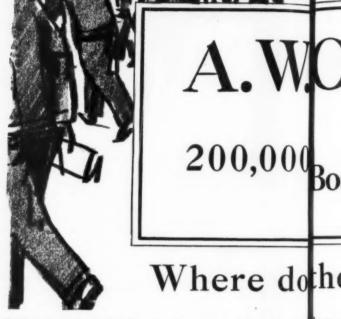
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'WO of Boston's three leading papers lose practically 200,000 of their daily circulation in the 30-mile trading area on Sunday!

It must be that during the week these two papers are read largely "en route" . . . on trains, buses, trolleys . . .

The Boston Globe has practically the same circulation on Sunday as on week days in this same market.

Daily circulation figures tell little in the Boston Trading eatures Area. Too many thousands of evening papers bought downtown Globe a and carried out to suburban homes. With two Boston papers The v selling space only on a morning and evening combination basis, no detailed town-by-town circulation comparison of Boston brafre daily papers is reliable.

But Sunday, the one day of the week when every paper is a

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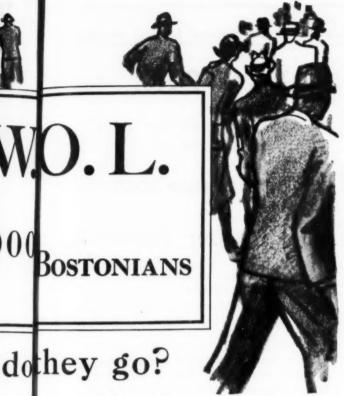
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3, 1930

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actically home paper," offers a fair, accurate basis of comparison. The undisputed strength of the Boston Globe on this day emonstrates that it is a paper read daily and Sunday at a me when readers are relaxed . . . unhurried . . . in a receptive nood . . . at home.

A woman's page started 36 years ago as the first woman's on Sunage in America . . . more department-store advertising than ny other Boston paper . . . more local news . . . entertaining Trading eatures . . . these are some of the attractions which make the wntown Globe a "home paper"—seven days a week.

papers The whole Boston newspaper situation is analyzed in a bookn basis, et, "Reaching Buying Power in the Boston Market." Write Boston or a free copy.

The BOSTON GLOBE

New England's Second Largest Market

130,283

was the average net paid circulation of

# The Providence Journal

### The Evening Bulletin

for the six months ending September 30, 1930. This is a net gain of 4,625 copies per day over the corresponding period ending September 30, 1929.

These newspapers have never given a premium to a single subscriber. Their circulation is greater than that of all other English language dailies in Rhode Island combined.

Space in these newspapers may be bought separately, or optional combination at a decided saving.

### PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

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### Sales Double with Use of Planned Sales Talks

Six Reasons Are Advanced for Their Use

M EN using organized sales talks have produced twice as much ner man in their first year as those not using them. In their second year, salesmen using planned talks have produced twice as much business as those not using them. This is the experience of the Penn Mumal Life Insurance Company.

Further, the company has found that turnover among men using organized sales talks is only onehalf the personnel turnover that exists among those not using them. Men who produce results are content in their work, whereas those who fail to make progress tend to drift off into other fields. observation has revealed, salesmen who avoid the planned talk yield a 25 per cent decrease in sales during their second year, while the users of made-to-order sales presentations, in their second year, increase their per capita sales.

These facts on the value of the planned sales talk were related before the two-day session of members of the American Management Association which was held at Pittsburgh this week. The speaker was lames A. Preston, of the educational department of the Penn Mutual company. He enumerated six ways in which organized sales talks have helped and are helping salesmen of his company, as follows:

1. They help the salesman to un-

cover his market.

2. They give him a very definite story to tell each prospect, a definite need to serve, a definite beginning. definite motivation, several definite confirmations and definite places to

close the sale.
3. This results in a more interest-

ing interview from the prospect's standpoint, and a shorter one.

4. They provide terminal facili-ties for the salesman and conserve his time, for there is nothing for him to do but get out when he has finished.

They prevent "visiting" and casual presentations.

6. They result in sales.

The problem of training salesmen

also came up for discussion. The conference was addressed on this topic by David R. Osborne, training director of The Studebaker Corporation of America. "Selling," he said, "has been de-

fined as 'transferring to someone else the salesman's conviction about the merits of his product or ser-The sales manager's job. then, is 'transferring' to the salesmen on his staff his convictions as to how those salesmen can make more sales.

"The salesman must first analyze his product or service in terms of what it will do for the buyer. The sales manager has a similar office to perform in first determining what his sales training procedure should do for the salesmen who use it. His sales training program will then, naturally, be built around these objectives."

A list of purposes which should be the aim of every sales training course was submitted by Mr. Osborne:

It must help the salesman to find more live prospects, to distin-guish quickly between real prospects and "china eggs," and to secure in-terviews on a sound basis.

It must prove a simple, practical plan for analyzing the sales attributes of his product, and for presenting them in terms of their value to his customers.

3. It must help him to use those 5. It must neep nim to use those basic attributes in appealing to the personal motives which will influ-ence the buying of individual pros-pects. To do this, he must be able to take his prospect's "measure" for the product or service in question. .

4. It must help him to stay on the track and hold control of his interviews.

5. It must aid him in saving his own and his prospect's time, and in leaving a clear impression.

It must help him conquer, or preferably, to forestall, obstacles, in-cluding those incident to competition.

7. It must help him to make, and take advantage of, more and better closing chances.

8. It must help him to increase and stabilize his earnings and to prepare for promotion.

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PRINTERS' INK

Oct. 23, 1930 Oct. 23

RUE DE LA PAIX

COOD

EVERY WOMAN'S

E S

York, motor cars in Detroit, furniture in Grand Rapids . . . styles are created chiefly to attract the American woman.

GOOD HOUSEKEEPING, through its style experts who cover all places where fashionable merchandise is produced, gives its readers early, authoritative information about style trends in all classes of quality products.

Truly a great selling medium for the merchandising of styled products.

FIFTH AVENUE

**1**OUSEKEEPING

MAGAZINE

### Mr. Sloan Goes on a Trip

General Motors Regards Present Sales as Most Important Thing Before the House

### By G. A. Nichols

A COUPLE of weeks ago, Alfred P. Sloan, Jr., president of the General Motors Corporation, packed his bag, presumably drew a little expense money and started out on the road to see what he could do about selling a few automobiles, trucks, radios and other items of merchandise which are produced by his organization.

Mr. Sloan can't say just when he will be back in Detroit. This is a big country and General Motors' goods are sold in every part of it. Increased selling is the most important thing on the company's program right now; and so he is going to let his associates run things back in the home office for a spell, while he does his sleeping on Pullman cars—and at meal time, whenever he has a chance to eat, tries to forget about the good food they serve at the Recess Club.

Mr. Sloan does not claim by any manner of means that he is the master salesman of the General Motors family. I rather think, if he were pressed for an answer on this point, that he would award that honor to R. H. Grant, who made such an astounding record with Chevrolet and who, as the corporation's vice-president in charge of sales, accompanies him on the big selling trip. But he rightfully conceives this to be a time when the top executives of an organization should show themselves on the firing line if only to demonstrate that they are not afraid; that they understand and recognize the importance of tactics as well as strategy; that they can do a bit of shooting themselves if occasion

During the next few weeks, therefore, he will personally visit General Motors dealers in as many leading marketing centers as he can reach with any degree of comfort. He will make speeches now and then at meetings of distributors and dealers, with the object of

acquainting them with the advertising program, larger than last year, which the corporation expects to carry out during 1931—and to help them get the proper psychological reaction on the general sales outlook. He will contact with the trade, so as to know for himself, what people are thinking about and be able to judge at first hand as to the sufficiency and accuracy of the aggressive effort which is now starting.

### The Forerunner of Increased Advertising

In fact the tour may be regarded as being the forerunner of an enlarged advertising programman effort to get the entire selling organization properly lined up behind it and to obtain the data for making such corrections to the program, such additions or subtractions, as may seem to be justified by conditions both present and prospective.

Last year when the bottom fell out of the automobile market following the collapse in stocks, General Motors reduced its projected advertising outlay for 1930. The advertising outlay for the corporation as a whole this year is in the neighborhood of \$15,000,000. My information is that a "considerably increased" amount will be invested in advertising during 1931. More dollars will be actually invested in advertising than during any previous year with the exception of 1929 and possibly 1928.

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Quite a few of these dollars that will be invested in publication space, direct-mail and outdoor activities have been saved—and here is a hugely important point for business executives to think about while making up their 1931 budgets—out of the proceeds of a reorganization of the various unit advertising departments and more of a centralization in working plans and direction than the corporation has

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## Something Has Happened In PITTSBURGH

Editor and Publisher recently announced that department store sales in Pittsburgh are, per capita, nearly double those of any other city in the world. They are greater than those of Detroit and Buffalo combined. The Pittsburgh Sun-Telegraph, during September, published 39.5% of all department store advertising published in Pittsburgh newspapers. In September, 1929, the Sun-Telegraph published only 35.8%.

Percentages from Media Records statistics, and exclude only that linage published by Scripps-Howard Sunday paper in its "stuffer section" — distributed to only a small portion of the circulation.

Times Have Changed in Pittsburgh

### THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

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Contact wine of that of that \$3,000,000 and the second of the second of

## 501 IDEAL ACATIONS

For years Macfadden Publications, Inc., has answered a flood of vacation and touring inquiries from the upwards of four million families who buy its publications each month—inquiries which would mean thousands of immediate sales to advertisers were they able to get in touch with those who ask them. It is in direct answer to this tremendous demand for information that 501 IDEAL VACA-TIONS, an annual, is being published. No matter where the prospective vacationist may wish to go, all necessary information will be available in the pages of this most inclusive manual. It is a direct and specialized contact with the folks who spend America's annual THREE BILLION DOLLAR vacation and travel budget.

Because of the variety of the field covered, the text pages have been opened to advertisers, providing a direct tie-up between editorial content and advertising copy. Thus, instead of being indiscriminately grouped in the front and back pages, advertising will be given position against the text which it complements. Camp equipment, steamships, outboards, arms, fishing tackle, boats, hotels, railroads and

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each of the other myriad products and services may be advertised where the reader's mind is most open to their message.

Distribution, 100% news stand on 100% of news stands, on March 16th, 1931, when vacation plans begin to formulate. 501 IDEAL VACATIONS will remain on sale throughout the season to completely blanket the vacation market.

May we suggest that advertisers of vacation equipment and services buy in on this before all space is reserved?

#### **ADVERTISING REPRESENTATIVES**

West

Chicago, Illinois

WARD & LEWIS, Inc. 360 North Michigan Avenue

East IRVING M. HOFFMAN, Inc. 420 Lexington Avenue **New York City** 

ADVERTISING MANAGER

WILLIAM L. LUCAS

**New York City** 

1926 Broadway

ENGEADY AND EAGER TO SPEND

hitherto attempted. The changes have been of such a nature that there is now only a minimum amount of duplication and overlapping of effort. Waste has been ruthlessly exterminated. There is less opportunity for sales and advertising executives unwittingly to gum up the works by trying out pet ideas and theories. There is less going it alone and more enforced teamwork.

If General Motors with its variegated line—many items of which, notably its automobiles, are more or less in competition with each other—can bring about a unified program of this sort with the result of saving dollars to spend on more advertising, it would seem relatively easy for manufacturers with less complicated problems to do likewise.

But the enlarged outlay—coming both from economical and efficient operation and bigger appropriation -is to be administered during 1931 on an elastic basis. If Mr. Sloan is right in what he is telling his dealers on his present trip to the effect that the business scale has now absolutely touched rock bottom; if the steady improvement which he is predicting shall be realized—then the corporation is ready to shoot the works, to go to the limit of its projected outlay, or even beyond it. If, on the other hand, the bottom is yet to be reached and if the improvement in sales is tardy or unrealizable, the advertising investment can pared down so as to represent the percentage of selling volume, both present and potential, that can be and ought to be devoted to the buying of advertising space.

Out of this courageous General Motors 1931 advertising program which is undertaken in the face of a definite conviction on the part of the officials that conditions are "bad," and out of Mr. Sloan's interesting trip, there come certain ideas which ought to be at once inspiring and helpful to business executives at the present juncture.

General Motors will go ahead with an enlarged investment just as if sales conditions were entirely normal or better than normal. Then, through the elasticity of its working plan, it can apply this advertising money, or not apply it, in accordance with conditions that are yet to show themselves.

The beauty about this sort of procedure is that the advertiser, by going ahead under full steam with as much surface confidence as he would show if he definitely knew selling conditions were going to be at least normal, gathers impetus with which he can smash right into the sales when the proper time comes. He is in motion and no time is lost-all of which is admittedly better than waiting around until the selling outlook definitely shapes itself and then proceeding positively or negatively as conditions seem to warrant.

#### No Royal Road to Sales

Another feature which has its instructive and somewhat inspiring side is the refreshing lack of self-consciousness shown by Mr. Sloan and his associates in this ambitious business-creating tour. They are troubled not in the least by inhibitions; they do the natural thing that ought to be done when business is not coming in as it should. In other words, General Motors, the world's greatest organization of its kind, recognizes that when sales are needed there is no royal way to get them.

As I contemplate Mr. Sloan's tour, I cannot help thinking of a friend of mine who runs a little shoe factory in a Michigan town. This man, whose gross annual business is only a fraction of what General Motors spends for advertising alone, does most of his company's selling personally. He is the boss and owns most of the common stock; therefore his interest in increasing the sales volume is personal. He has found that at certain times his presence out on the road is essential, and his business has been and is correspondingly successful. The small Michigan shoe factory and the big General Motors Corporation are alike subject to the same selling laws and susceptible to similar conditions and circumstances. And the same laws and conditions apply to all other merchandisers. The shoe man and automobile man have no

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Mr. Sloan's country-wide tour started with a big meeting in Atlanta which was held for the benefit of the dealers in that section. He made a speech, as did Charles F. Kettering, head of the General Motors Research Department, and R. H. Grant, vice-president in charge of sales and advertising. In order that the dealers might have the outside viewpoint, addresses were made also by Seward Prosser, chairman of the Bankers Trust Co., and E. K. Hall, of the American Telephone and Tele-

thoughts about dignity or pro-

priety. Both want to sell more

goods and they conclude that the

hest way to do the selling is to get right out on the road and do the

Mr. Sloan, both in his trip and his advertising plans for 1931, is doing a great service not only for the General Motors Corporation but for American business in general-that is, if business executives will take a lesson from the common sense tactics he is employing in pursuing sales right at the

source.

graph Co.

Typesetting Companies Merge
The M & L Typesetting & Electrotyping Company, Chicago, has combined
with the Western Composition Company,
also of that city. The newly combined
company will continue under the name
of The M & L Typesetting & Electrotyping Company, Inc. Graves Whitmire is president and general manager
of the new corporation. of the new corporation.

William Busse with Industries Publicity

William Busse has joined the Industries Publicity Corporation, New York advertising agency, as production manager. He was formerly with Howland, Oliphant & McIntyre, Inc., New York, in a similar capacity.

F. F. McKinney with Dairy Publication

F. F. McKinney, until recently a member of Holden, McKinney & Clark, Detroit advertising agency, has become vice-president of the Dairy Press, Inc., Detroit, publisher of Dairy Products Merchandising.

Lewis A. Jacobs has joined Claude Neon Displays, Inc., Buffalo, N. Y., in a sales capacity.

To Represent Aeronautical Magazines

Robert P. Smith, Cleveland, has been appointed as representative in Ohio, Michigan and Western Pennsylvania of the Aeronautical World Journal of Commerce and The Pilot, both published by the Industrial Publications Company, Inc., Los Angeles. H. R. Mankin will also be associated with Mr. Smith in representing the two publications.

#### To Advertise New Rubber Glove

The Massillon Rubber Company, Massillon, Ohio, is marketing a new rubber glove under the trade name of Matex. An advertising campaign, using business papers and direct mail, is being planned. Byerly-Humphrey & Prentke, Inc., Cleveland advertising agency, has been appointed to handle the account.

#### Appointed by "Extension Magazine"

The Extension Magasine, Chicago, has appointed William R. Stewart, Inc., publishers' representative of that city, as its advertising representative in the Chicago territory.

#### N. L. O'Brien with Dowd & Ostreicher

Norbert L. O'Brien, formerly with Glaser & Marks, Inc., Boston, advertis-ing agency, has joined Dowd & Os-treicher, advertising agency of Lowell, Mass., in a contact and copy capacity.

#### Appoints Campbell-Sanford Agency

The Ubike Milling Company, Cincin-nati, has appointed the Campbell-Sanford Advertising Company, Toledo, to direct its advertising account. Agricultural mediums will be used.

Joins Metro Outdoor Advertising

J. E. Dewey, formerly with the General Outdoor Advertising Company, has joined the sales staff of the Metro Outdoor Advertising Corporation, New

#### To Represent "National Motorist"

Robert J. Neville, publishers' repre-sentative, Chicago, has been appointed Western representative of National Motorist, San Francisco.

Has Kennedy Radio Account
The Colin B. Kennedy Corporation,
South Bend, Ind., manufacturer of radio
receivers, has appointed the Advertising
Service Company, Chicago advertising
agency, to direct its advertising account.

# 1st in PITTSBURGIN

### 9 Months Rotogravure Advertising

TOTAL LINAGE

The Press . . . . 145,087

Hearst's Paper . 85,191

Press Lead . . . 59,896

Study the figures in the statistical tables above. They give the indisputable facts about Rotogravure advertising in Pittsburgh.

MEMBER OF THE UNITED PRESS · · · OF THE AUDIT BUREAU OF CIRCULATIONS

and of MEDIA RECORDS, INC.



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. 23, 1930

## Rotogravure, too!

145,087 LINES of rotogravure advertising were published by The Press in the past nine months—against 85,191 in Hearst's paper. 21,560 of the 85,191 Hearst paper linage were in a special tabloid section published for Kaufmann's department store—arranged for during January and February when eleven large retail stores were temporarily out of The Press, awaiting the outcome of a discussion on rate-making principles.

Such simple, ungilded facts are the only dependable basis for an advertiser in selecting profitable media—facts you may readily substantiate from the unbiased columns of Media Records, Inc.

In rotogravure, as in total advertising linage, The Press continues 1st in Pittsburgh, by reason of its *Habit of Producing Results*.

## heittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

TIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD WSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

ICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS TROIT · PHILADELPHIA · BUFFALO · ATLANTA

#### Color for Cake

STEWART SCOTT PRINTING COMPANY St. Louis, Mo.

Editor of PRINTERS' INK: The question of color to be used on a band to go around a cake has come up and the customer claims that he has your authority that green is the best color to be used on a food product, with the proviso that they stay away from the poison

It is my recollection that in one of your copies of last year that green was the lowest rating for a label on a food product. EARL C. SHERRY.

I N an article, "Choosing the Right A Color for the Package," Richard B. Franken in Printers' Ink. Monthly, of March, 1928, described an experiment conducted at New York University to test color preference for cake cartons. A group of men and women made the test and the order of merit method was used. The results of this test showed that yellow was first choice for both men and women, white second and orange third. Green, red, blue, purple and black followed in order.

In a similar test for color preference for fruit cans, yellow again won, with white second, orange third and green fourth. In a coffee carton test, orange ranked first, vellow second and red third.

In choosing colors for cartons it is always well to bear in mind legibility of color combinations so that the correct lettering color will be chosen for the particular background color that wins the test. In this connection it is interesting to study a table determined by experiment made by M. Luckiesh and recorded in his book, "Language of Color." The table follows:

Test Results	Color of Type	Color of Back- ground
1—most legible 2 3 4 5 6 7 8	black green red blue white black yellow	yellow white white white blue white black
8 9 10 11 12 13 14—least legible	white white white red green red blue	red green black yellow red green red

It is surprising that, although vellow so frequently comes at the top or near the top of color preference test rankings, it is not more widely used. One reason for this is that few manufacturers give the proper attention to the importance of consumer tests before choosing package color combinations. Such tests are comparatively inexpensive and if submitted to groups of sufficient size are accurate indicators of what colors consumers really prefer. For various illogical reasons many manufacturers follow a policy of consulting their own preferences or use colors because somebody tells them that those colors are best.

A thorough preference test conducted under field conditions will give the manufacturer the one best answer to his question, "What colors should I choose for my package?" and will assure him that he has something which will be of permanent value based on scientific information rather than upon hearsay or whim.-[Ed. PRINTERS' INK.

#### The Ardlee Associates, New Business

The Ardlee Associates, Inc., producer of direct mail, has been formed with offices at 243 West 39th Street, New York. George S. Van Gelder and Joseph Van Gelder, both formerly officers and directors of Coyne & Company, Inc., New York, are president and vice-president, respectively, of the new concern.

#### Paper Account to Hoyt Agency

C. H. Dexter & Sons, Inc., Windsor Locks, Conn., maker of Dexstar and Staybrite papers, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account.

#### Appoint Fecheimer, Frank & Spedden

Edwards Brothers, Ann Arbor, Mich., lithography, have appointed Fecheimer, Frank & Spedden, Inc., Detroit advertising agency, to direct their advertising account.

#### Shoe Account to Potter

The Robinson-Bynon Shoe Company, Auburn, N. Y., women's shoes, has appointed The Z. L. Potter Company, Inc. Syracuse, N. Y., advertising agency, to direct its advertising account. Newspapers, business papers and direct mall will be used.

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naturally prefers The Evening World because in it she finds the advertisements of ALL Manhattan department stores . . . and to her, the purchasing agent of the family, advertisements are as interesting as news . . . particularly now, with winter close at Together with the many daily features dealing with such peculiarly feminine interests as styles of the moment, home furnishings and food for the table, these advertisements largely direct her desires and guide her buying.

The Evening World

New York's FOUNDATION Newspaper PULITZER BUILDING, NEW YORK E TOWER GEN. MOTORS BLDG. TRIBUNE TOWER CHICAGO DETROIT

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#### PHILADELPHIA



LOOK to the homes for your sales! There lie the steady earning power and the greatest spending force in any market.

Look to the homes for your sales...and look to the home

newspaper for sales influence. Look to Philadelphia . . . where conditions are most unusual!

Here is the greatest community of homes and home owners in America. Individual homes, 572,600 of them in Philadelphia's retail



.... and to the
HOME NEWSPAPER
for sales influence

trading area; he them owned by occupants. He with their laws their gardens, garages and with their prid possession, we finds its outlet in

tail sales. Homes, with their activity pouring a flood of de into the channels of retail s

And here, The Evening Bu delivers the most effective m service known to advertisers... coverage of nearly every hom

#### F

ewspaper. 572,600 homes, 11 net paid daily circulation, entirely in city and suburbs. erage built up through thirtyears without premium or ciron contest; a growth founded the confidence and respect of ss ... of the home. A circulahich offers not only coverage, fluence as well.

Evening Bulletin exceeds the ation of any Philadelphia Sunewspaper, has more than double fanyother evening newspaper, almost equals the combined of all morning newspapers. lay the Philadelphia Market is ulletin Market . . . a market of million people, with its billion potential in yearly retail sales. estigate the Philadelphia Metro-n Market, where the buying r of the individual home proa permanent sales volume; the reading habits of the le simplify your sales problems.



THE WORKSHOP OF THE WORLD...Philadelphia's 4,987 factories, with an invested capital of almost one billion dollars, turn out each year products valued at almost two billion dollars. Philadelphia's industry is so varied in its scape that unusually steady employment prevails. 1930, Bulletin Co.

te Chening Bulletin

New York Office ... 247 Park Ave.
Chicago Office ... 323 Lafquette Rivel.
San Francisco Office ... 681 Market St.

MLMCLEAN CITY HALL SQUARE PHILADELPHIA

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#### What Groucho Says

Chicken a la King\*

YES, indeed, our house has a contract to provide advertising brains for the Great Squab Chicken Canneries, Inc. Seems this is the world's greatest chicken cannery, and its plants cover the equivalent of eight city blocks. Insisted on all our principal people going through the plant. Take us in squads an' show us the works. King's account. King's a nut on factories. Give him a patent machine to gloat over and he's a happy baby. He told me all about it. I've got to go tomorrow. Can't wait, since I've heard King. What am I winking about? I didn't wink. It's vulgar.

"Groucho!" sez Kingie, "you should see that plant. It's a marvel, fireproof, modern ventilation, millions of dollars' worth of machinery, made expressly for them! Why Groucho, that pin feather absorber! You'll just go crazy over it. It not only removes the pin feathers but treats them chemically so that they come out in form of a valuable liquid which they ship to China or somewhere. Man, you wouldn't believe it, but machine will do 1,000,000 chickens, or 1,000,000 pin feathers (I forget which) in an hour or a a day or a week (not quite sure which, got it down in my notes somewhere).

"And the cooking room! Oh, boy, the aroma of that room is marvelous. That thickly delicious smell of cooked chicken! Say, they are miles ahead of anybody else. Yes, boy, marvel of the century. They collect that smell and sell it.

"How? Wait till you see it. The cooking room has peculiar streamers of prepared cloth, kind of artificial noses or lungs, you know, which collect the smell. These are put into copper stills and the smells cooked out and boiled into a concentrated essence, an important by-product. They sell this in India or Iceland or Iowa, some place that begins with 'I.' Anyhow, got that in my

notes, too! Their Aroma Engineer is the world's greatest authority on the reclamation of wasted odors.

"What do they do with the cackle? Don't be foolish, Groucho. The reclamation of unlaid eggs is an industry in itself. After the chicken goes through the pin feather extractor, it lands on a conveyor which takes it to a wonderful machine which removes and separates the entrails, some of which are dried into fertilizer, Same machine picks out the giblets, yes, boy, and even cooks them ready for the can. Groucho, you've seen some modern plants but never anything like this. Nothing is wasted."

"Very good, King," I said.
"Don't tell me all of it. Give me
a treat when I see it myself."
"Sure, you'll have a treat. Start

"Sure, you'll have a treat. Start early. You'll need a full day. Don't miss the room where they can in glass. You wouldn't think anything could be so clean as that. I've a good mind to go through it again with you tomorrow. Wish I could."

Well, guess I'd better go to bed early. Goana have a busy day tomorrow. Wonder if I'll get any idea King didn't get. Oh, I forgot King's great impression. He said it twenty times, "And Groucho, never touched by human hands!"

GROUCHO.

\*Next week Groucho will tell about Chicken a la Groucho.

#### New Account to Boston

Agency
Ernest Monnier, Inc., Boston, distributor in the United States of Ingram's transparent nipples, has appointed The Mitchell Company, advertising agency of that city, to direct its advertising account. Magazines will be used.

#### Ball Bearing Account to Lauer Agency

The Aetna Ball Bearing Company, Chicago, has appointed the Albert L. Lauer Company, advertising agency of that city, to direct its advertising in the automotive and industrial fields.

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#### PRINTING

## of your business

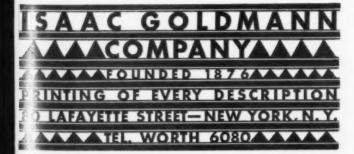
Nearly every phase of the marketing of products requires the powerful selling impetus of the printed word.

In the purchase of raw materials, equipment and supplies the keen business executive insists upon getting good value per dollar as well as a good price.

This principle is of especial importance in buying Printing. For upon it rests the responsibility of presenting a true and favorable picture of the product to prospective buyers.

We know what to do to make your catalogues, broadsides, booklets and folders stand out in effectiveness from uninspired, run-of-the-mine Printing. We know, too, how to keep the cost within a moderate figure.

Let us show you!



## Up and at 'em!

How to start the day right?—Big Ben is a good prescription all by himself.

Compact symbols of accuracy and dependability, Big Ben and his fellow Westclox serve many millions; a service whose value is out of all proportion to the size and cost of these faithful timekeepers.

> Big Ben is the kind of honest merchandise which is in itself a stimulant to creating sound, forceful advertising ideas.

> For thirteen years we have enjoyed interpreting Big Ben and Westclox.

## Williams & Cunnyngham Advertising



CWAC 1830

6 N. Michigan Avenue · Chicago

Each Day... He Starts Them on their Way THEY'RE off...to early to his trust and a staunch friend of the ambitious in every walk of life ... carries a positive two year factory A mighty army...millions upon millions . . . rely on guarantee. His reliability... likeable personality... and long life have made him the world's Big Ben to wake them every morning, and year in and year out enjoy the many rewards of unfailing biggest selling alarm clock. namy rewards of unfailing punctuality.

Big Ben, a sturdy, handsome fellow, ever farthful green and old rose.

Westclox

Big Ben. \$2,50. Interneous dell's dell more. There is a wale career of set Weather to when from allower in low for an packer wanter and time that Prover slightly bugling or Cana-



C W & C 193

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#### And what do your jobbers say?

A Kentucky Jobber says: "One should see the canned goods in our warehouse that go out to the country. Thousands and thousands of cases of every conceivable kind canned soups, fruits and vegetables."



a beautifully printed magazine edited for the
wives of outstandingly successful
farm operators.

canned goods in case lots

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#### One Way to Get a Shirt

Perhaps Co-operative Consumer Advertising Is the Only Solution to the Retailers' Barren Shelves

#### By P. H. Erbes, Jr.

With the cold weather coming on there seems to be one angle of this problem about retailers not stocking any merchandisc that should be getting more attention. Curtailed orders and barren store shelves are admittedly fairly rough on the manufacturer who wishes to dispose of some of his wares.

But what about the consumer who seldom has much in the way of wares over and above his current needs? During the spring and summer he could get along, but from now on it is going to

be another story.

There appears to be just one answer. We consumers are going to have to advertise for our merchandise. Perhaps we shall have to unite in co-operative consumer

advertising campaigns.

To be specific, the writer is interested in getting in touch with some people who would like to buy one or more blue oxford cloth shirts, size 15-34, collar-attached and without button-down tabs. He has done all he knows to get hold of a shirt like this without going to the bother of weaving one. He has tried every men's wear store and the men's wear departments of every department store in the business district of one of our largest cities. His laundry isn't going to stand much longer for "specials" on his bundle pending purchase of another shirt. His situation, in short, is pretty desperate.

He understands, furthermore, that folks who have too many of some type of item on their hands have upon occasion resorted to advertising to encourage disposal. Why, then, should not folks who are possessed of an under-supply of a given item and who can't charm any of the retailers in the neighborhood into furnishing them with an allotment—why should they not also benefit by the power

of advertising? The whole thing seems fairly simple and extremely logical.

The idea would be that this group of people could get together at, say, French Lick Springs, Ind., and organize as The Without a Blue Oxford Shirt Association of America, not for profit. As the shirt situation becomes more acute there would probably be association mergers and this organization would become a departmental, a live one, mind you, of The National Without a Shirt Association. For the pioneering present, however, this seemingly over-specialized plan could be got along with.

#### Advertising Committee Needed at Once

At the first meeting perhaps the trade practice conference could be dispensed with and we could plunge right into the task of appointing a national advertising and trade promotion committee. Obviously this business of selling the nation's retailers on selling us oxford blue shirts, size 15-34, collar-attached, etc., would have to be proceeded with, without a moment's delay. The committee appointed, somebody could step over to the fireescape doorway and let in the agency contact men and we would place the account. Knowledge of the market would, of course, be the prime guiding factor in this decision and we would have to have an agency that had gone right out into the field and determined just why nobody would stock any shirts for us.

Of course we wouldn't want to proceed with the actual advertising right away, no matter how great the need for haste. We would first have to "set our own house in order." We would have to arrange to become uniformly better customers. Keeping shoes shined, being very courteous to all retail-

## The Farm Journa G Now Over 1,550,00 Ci

This steady increase in circulation among farmers gives The Farm Journal a still more dominant position in the farm field, and is another proof that it is best liked by farm people.

#### Investigations prove:

The Farm Journal reaches 30% more farm homes than any other magazine.

It reaches most wealthy farm families.

It has much the heaviest coverage in the richest farming sections, those leading in farm automobiles, implements, tractors, livestock products and farm income.

The distribution of its circulation best supplements the circulation of general magazines to give better balanced coverage.

The Farm Journal Gives the National Advertisers Most Farm Coverage in All of their Most Important Trading Areas.

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by

## na Gains 50,000 More

,00 Circulation

Circulation 1.550,000

The Farm Journal deserves a place on every rural list because of the quality, quantity and distribution of its circulation, and the high regard of progressive and prosperous farm families.

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in 1920

P. E. WARD Publisher

500,000 in 1900

in 1910

Starte

Chicago

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reas.

PHILADELPHIA

in 1890

New York

ers and perhaps giving them the whole sidewalk when they drive past, learning not to scuff up their floors much and perhaps even paying bills more on time would be possible features of this program.

Although a shirt before last spring was a fairly commonplace article, there seems to be a wide range of possible appeals for our advertising. First on the list, of course, is the scare appeal. luncheon clubs and tampering with their laundry to those who failed to sell us shirts. Or we might get testimonials from some of our members who wanted shirts very much and would guarantee to be very nice about it all when they bought one. We might even be able to round up a couple of retired retailers who would write letters saying they had sold some of us shirts and that there were no subsequent ill effects on their health.

Perhaps even better would be an altruistic motif—an institutional campaign pointing out the advantage of keeping the shirt-tail tucked well into the trousers. The retailers might thus get the impression that we were pretty good fellows after all and were genuinely interested in the advancement of the standards of consumption and service to the dealer. This, backed up by some good, straightaway selling copy, might easily do the trick.

Business publications would naturally be the principal medium. A radio program might be nice, too, however. Our theme song could be that old pool hall favorite, "Without a Shirt," sung by a small group of anti-Fascists. And since any really respectable co-operative advertising campaign ought to appear in women's magazines, we would probably have to organize a ladies' auxiliary. Details of that organization would have to be worked out later.

All this is cited for mere example's sake—I happen to have several acquaintances who are also interested in this same organization and I have put considerable thought into the matter. The point is that the idea is readily adaptable—and

needed—in many lines. And an individual would not be limited to just one association. If anybody is thinking of organizing a group to advertise for neckties that do not look like the wallpaper from somebody's boudoir, he can count me in. This also goes for a ribbed solid color lisle hose association and postage stamps. Everybody seems to be out of postage stamps these days.

It will be pointed out sooner or later that this advertising will cost the consumer money. Only those unblessed with vision will see it that way. It is an investment. There aren't any figures on this as yet, but if there were it would be shown that competition for the retailer's dollar has vastly increased during the last year. He used to put it into merchandise which he would let us buy, but now what does he do with it? Well, we don't quite know, but we notice that betting on the horses We, as increased a lot last year. consumers, have got to adopt modern implements of business to meet the new competition.

And, furthermore, what else can be done about it? As was pointed out in sentence No. 1, winter is coming on.

One last thought. This whole procedure should work nicely toward the solution of another currently pressing problem—unemployment. Think of the executive secretary jobs that would be opened un!

#### Bedding Account to Barthe

Agency
The Penfield Manufacturing Company,
manufacturer of bedding, has appointed
G. F. Barthe & Company, Inc., Syracuse, N. Y., advertising agency, to direct its advertising account. Newspapers,
magazines and direct mail will be used.

#### Engraving Account to Jerome B. Grav

The Lotz Engraving Company, Philadelphia, has appointed Jerome B. Gray, Advertising, also of that city, to direct its advertising account.

#### Bank Appoints Powers-House

The Guardian Trust Company, Cleveland, has appointed The Powers-House Company, advertising agency of that city, to direct its advertising account. 1030

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## **Steadily Increasing Circulation**

The circulation of the WASHINGTON (D. C.) STAR keeps consistent pace with the growth of the Washington Market, covering it completely—even to its most remote sections.

During the past six months the circulation of the EVENING STAR has averaged 108,608; THE SUNDAY STAR 113,366—an increase of 4,912 daily and 4,667 Sunday over the corresponding six months of last year.

It is the kind of circulation that counts for most—HOME-DELIVERED and FAMILY-READ.

## The Evening Stax.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office: Dan A. Carroll 110 E. 42nd Street Member The 100,000 Group of American Cities Chicago Office: J. E. Lutz Lake Michigan Bldg.



FOR the woman shopper who is urged to buy an unknown substitute, here is a new version of the old roadside warning: STOP, LOOK and BEWARE of SUBSTITUTES!

You, like most modern women, know, before you start out shopping, what brands you want at the druggist's, the hardware man's, the grocer's. And you know why you want them.

You know these articles have invited the pitiless glare of publicity by advertising in magazines and newspapers.

You have learned by experience that the advertised brand is trustworthy. You know its qualities and its value are as represented.

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The companies which make these products are proud to put their names on them, so that you may know you can get the same quality every time you buy. Their success depends solely on your continued good will.

When you ask for a certain branded article and someone tries to sell you something else "just as good," there is a reason for it.

In most cases, you are offered a substitute because someone expects to profit more by the sale than he would by supplying what you know and want.

Why accept an unknown substitute? If it is "just as good," why isn't it just as prominent? Why have its makers not put its merits in print? Who makes it and why such anxiety to sell it to you instead of what you asked for?

Most modern women will ask such questions, but there are still many who are beguiled by the suave sales-talk of the substituter.

That is why PICTORIAL REVIEW, a great woman's magazine enjoying the confidence of more than two and a half million families, is undertaking to sound this note of warning.

PICTORIAL REVIEW, as do other publishers, assures itself of the truth of advertisers' statements before printing them.

Both in the cause of fair play and in your own self-interest, shun the substitute; stick to the advertised article.

C. Refuse substitutes; buy the advertised brand every time!

C. One of a series of advertisements—full pages—metropolitan newspapers—published by PICTORIAL REVIEW in the interests of advertised merchandise.

# Balanced Meals for Buoyant Health

The Physical Culture Institute of Nutrition is unique in that it makes complete chemical analyses of foods to determine their nutritive qualities and place in the diet.

From these analyses a competent staff of food chemists and nutritionists under the direction of Dr. Ira D. Garard arranges these foods into nutritively balanced menus and recipes which are published in Physical Culture Magazine. Special booklets on weight control, child feeding and foods for specific purposes are distributed to our readers as well as to schools and other institutions where nutrition is an important subject.

Thus Physical Culture renders two valuable services to food advertisers:

- 1—Determines the nutritive qualities of foods through chemical analyses and arranges them for a balanced diet.
- 2—Offers through the Physical Culture Institute of Nutrition a sales laboratory, which, based on the 20,000 letters received this year, indicates the changing trends in food buying.

If you want more detailed information abou: these services, both as to analyses and as affecting sales, also copies of these Institute of Nutrition booklets, please let us know.

IRA D. GARARD, Ph.D. of Rutgers University. Director of the Physical Culture Institute of Nutrition

#### Send For These Booklets

Feeding Children for Health

Food Chart, with List of Approved Products

Constipation and Food Safe and Sane Menus for Weight Reduction

Attractive Dishes Made from Left-Overs Fifty Wholesome Past-

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ries and Desserts What You Should Know About Vitamins Economical Meat and Meatless Meals

PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES Live BY IT

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#### Advertising Is the Best Bulwark Against the Private Label

Eight Reasons Why Advertising Must Be the National Manufacturer's Main Weapon in the Current Warfare

#### By C. B. Larrabee

COMPLEX problem never has a simple solution. For that reason no one has found, or is likely to find, any simple x + y = zequation which will answer, once and for all, the complicated perplexities of the private label-advertised

brand controversy. As I pointed out

in a previous series of articles, this controversy is based on the world-old antagonism between buyer and seller. Whether this antagonism can ever be eliminated under our present system of society, or under any other system for that matter, I seriously doubt. Therefore, any solutions that we may present must be based on a thorough recognition of the antagonism and a further recogni-

tion of the fact that whatever solutions are found will be compro-

Along with a lot of other people I wish I had a solution. It would be worth a great many millions of dollars. I haven't it and so, at best, I can present only certain suggestions, based on the experiences of a number of leaders in the various branches of marketing. If some of these suggestions seem, on the surface, to be contradictory, lay that fact to the contrary nature of the problem. Also bear in mind that the choice of solutions is really just the choice of plans of action which will seek to simplify a complex problem to the point where a simple solution may he possible.

First of all, advertisers must clear their minds of any fears that

advertising itself is losing its power. It is still the same powerful business force it has always been and whatever weaknesses it may have developed are weaknesses of advertisers, rather than weak-

A DVERTISING today is as powerful as it ever was. It is needed, probably, more than ever before as an offensive measure against the invasion of the private brand.

In "Printers' Ink" last week there appeared the final article of a series of three on "Distributors in Con-flict." The present article is really a continuation of that series and will be followed by others that will discuss the strength and weakness of various policies now be-ing recommended to na-tional advertisers in their fight against private labels.

nesses of advertising.

This is a statement that a great many persons will dispute. Without exceptions, these persons are found in that group which would like to see advertising fail. Many of these persons, among them a number of wholesalers and chain men, rail at advertising, on the one hand, while they are using it on the other.

Since this article is not a defense of advertising, it will be necessary only to point to a few

simple truths, and these are: First, to repeat, many of those who declare that advertising is failing are using it themselves as a weapon of defense against the very advertising that they accuse of failure.

If advertising is a failure, why do chains and wholesalers increase their advertising volume? If it is a failure, why does an investigation such as that recently conducted by The New Era in Food Distribution show that 44 per cent of the products mentioned in chain advertising are national brands, 39

chains are national, and 34.8 per cent of mentioned products of large independents are national brands? As a matter of interest, why do they devote any space to national brands if it is not that they recognize

per cent mentioned by voluntary

keenly the value of those brands to bring customers to their places of business?

Second, the large retailer's desire for exclusive control of merchandise which he endeavors to get by means of his own private brands does not seriously threaten advertised merchandise. Macy, for instance, stance, certainly no particular friend of national brands, uses cutprices-often loss prices-on national brands to get people into the Why should Macy sell \$6 worth of merchandise (and by \$6 worth I mean cost to Macy) for \$1 if it does not realize keenly that the loss leader gets customers to expose themselves to privatebrand merchandise?

Wherever large retailers have succeeded in establishing prestige for their own brands, they have done it only because they have advertised those brands lavishly. Again and again, in spite of this lavish advertising, national brands continue to sell in large retail stores along with private brands upon which the retailer has spent many more dollars than he has on all national brands put together.

Third, we can find a couple of equations which have been proved again and again. Local prestige + private labels = good sales volume. Local prestige + national brands = better sales. The famous Cannon Mills experiment in a number of large department stores proved this conclusively.

For instance, in one Boston department store, Cannon towels carrying the Cannon name outsold Cannon towels without the name by a ratio of five-and-one-half to one. Similar ratios were established in other large stores in all parts of the country. No sane merchandiser would dare to maintain that similar experiments on products as wisely advertised as Cannon towels wouldn't get similar results.

You can't get away from it advertised merchandise is easier to sell than unadvertised merchandise. That is why the private branders everywhere are developing into advertisers.

Fourth, it costs less to sell advertised merchandise than it does

to sell private label merchandise. Don't misunderstand that statement. It doesn't mean that dealers are making more profit on advertised merchandise today. Many advertised products cost the dealer so much more than similar private label products that the net profit advantage goes with the private label. However, where price is anywhere near equal, it is more profitable to sell the advertised brand.

Wise retailers know this fact. Wise retailers won't work very hard to substitute private brands for advertised merchandise—provided the latter doesn't cost them too much.

Fifth, don't overlook the fact that loss leaders are confined to comparatively few items. number tends to grow as new national brands poke their heads above the horizon, but the very multiplicity of national brands is their salvation. No retailer can afford consistently to sell more than a few national brands at a loss. The more he sells at a loss, the more it is essential that he jack up prices on private label merchandise - or cheapen which is more suicidal than higher

#### A Trend Away from Deeply Cut Prices

The history of almost every successful chain system in the country shows a tendency away from deeply cut prices. The very chains which established themselves on the foundation of cut-prices a few years ago are tending away from deep cuts except where competition forces them to do otherwise.

Sixth, advertised merchandise, as a class, is not unprofitable. Here I am treading on dangerous ground and will find plenty of wholesalers and retailers to dispute me. Analysis, however, will show these men that they are damning all advertised brands because of the sins of a few.

The most illuminating analysis of this situation was made recently by Groceries. Advertised brands were divided into three groups:

1. The relatively few extremely popular volume-selling commodi-

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Q No amount of shop talk can do justice to the quality of the work we do. But once you have seen your own advertising in a Bundscho dress you will know how we got our reputation.



J. M. BUNDSCHO, INC.

Advertising Typographers
65 EAST SOUTH WATER STREET

HERE TYPE CAN SERVE YOU

**CHICAGO** 

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BOTH ARE "O, SOLE MIO"

CAREFUL INSPECTION not a DISCOVERS A DIFFERENCE



UNLESS one looks at these two records closely they might been new taken for duplicates. But put them on the phonograph and on To co proves to be a beautiful vocal solo by Enrico Caruso and the othern one a masterful band rendition by Creatore.

To the casual observer the people one meets on the streets of in National N Boston appear to be as much alike as these two records. In dress mond Bo

BOSTONE



speech, in manner they all seem to come from the same mould.
ook into their homes and you will find the same luxuries, the
me necessities and conveniences. They eat the same foods, drink
e same beverages, go the same places and do the same things.
But try to sell your merchandise to all these people through
e columns of any one of Boston's leading daily papers, and you
ill find your response is only about half of what you normally
ight expect.

Why? Because the people of Boston are peculiarly and finitely divided into two distinct and un-uniteable groups. This not a physical division. It is a division of habit, of sentiment, point of view. It is the result of tradition, environment, educan and training. Invisible to the eye it is as absolute and real parrier as if it were a stone-wall.

Advertising, to get successful reception in Boston—America's urth greatest market—must make its appeal to each of these oups separately. In one group you will find the readers of three ding Boston dailies. In the other you will find only the readers The Boston Herald-Traveler.

The only way the newspaper advertiser can reach the readers the Herald-Traveler is to use the Herald-Traveler. Its patrons not read the other papers.

The regard in which experienced local and national advertisers ld the Herald-Traveler group is indicated by the fact that The ston Herald-Traveler carries more advertising lineage than any might be newspaper in Boston.

and on To completely cover Boston select first the Herald-Traveler and the other one or more of the other three principal dailies.

treets of in National Advertising, including all In dress cial, automobile, and publication advertismong Boston daily newspapers. Advertising Representatives
GEORGE A. McDEVITT CO.
New York Chicago Philadelphia Detroi

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# Small Town Families Get a Thrill Out of Life

They buy the things they want when they want them . . . . .



LIVING CONDITIONS—As a place in which to really enjoy living, the average small town beats the city by a mile. Look at these figures:

	Country Families	By Phila.
Homes Owned	69.0%	40.0%
Automobiles Owned	69.2%	50.8%
Home Telephones	45.2%	45.0%

INHABITANTS—The small town dweller is an American, of American stock, and his living standards are consequently ultra-American:

	Native Born	Foreign Born	Negro
Philadelphia	70.8%	21.8%	7.4%
Small Towns	94.6%	5.8%	0.1%

The unusually high percentage of homes and automobiles owned in small towns, plus the fact that more than nine out of ten small town families are native white Americans, should convince the most skeptical advertising buyer that the small town market is worth developing. Small town families are interested in merchandise of merit and respond to advertising in GRIT which brings it to their attention. Write for new free booklet, "The Small Town Market."



Read Every Week by Over 415,000 Families in 14,000 Small Towns place

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ties, most frequently used as leaders. These brands are probably sold on an average of about a 10 or 15 per cent margin between wholesaler and chain costs, and the retail store's consumer selling price.

2. A large group of popular advertised brands, largely specialties. Each of these is usually among the most popular selling brands of the type, but they are more moderate volume selling commodities as compared with the brands in Group 1. These brands average approximately 15 to 25 per cent between wholesale cost and retail selling price.

3. In this group are more brands than in any other. These include some of the largest selling brands in the country, operated under price-supervised control by the manufacturer. The margin here will vary between 20 and 40 per cent.

Groceries estimates that of the total volume of advertised brands, 25 per cent will fall into Group 1, 40 per cent into Group 2, and 35 per cent into Group 3.

"For a reasonably efficient wholesaler and retailer," says this publition, "all of Group 3 are profitable as is probably one-half the volume in Group 2. Hence a total of 55 per cent of the volume of advertised brands is profitable; 20 per cent is unprofitable, and 25 per cent, while actually unprofitable, the loss may be charged to advertising, with justice to sound bookkeeping."

Of course, I disagree strongly with the theory of charging loss on merchandise to advertising. It isn't advertising at all. Otherwise, however, the conclusions of Groceries seem to be on a fair basis. There will be argument, of course, as to the accuracy of the various percentage figures, but they are close enough to the truth for all practical purposes.

It is not a pleasant fact, to be sure, to consider that 45 per cent of advertised merchandise may be considered unprofitable. Any policy which will decrease that figure will go a long away toward solving the present problem. Some such policies will be discussed later.

Seventh, no really successful chain today is following an extreme private label policy. One of the largest chains, during the last year, has made a sharp right-about-face from an extreme private brand policy and is featuring more advertised brands.

Voluntary chains, on the other hand, are emphasizing private labels. This is only natural, since most voluntary chains are built around one wholesaler or a group of wholesalers. It is well to remember, also, that there are few really large successful voluntary chains. The largest has just launched on a campaign of national advertising.

Eighth, don't forget that private branding has certain inherent disadvantages. Perhaps the greatest of these is that the private brander cannot control sources of supply. This does not mean that all private brand merchandise is necessarily of inferior or uneven quality. As a matter of fact, many private branded lines contain products of the highest quality. It is significant, however, that in many instances the wholesalers who do maintain excellent quality eventually become advertisers and their brands are private only by tradition.

Another difficulty of the private brander is that of price. He must build his volume to a high point before he can buy in enough quantity to get the favorable prices which will enable him to compete with advertised merchandise. Until he does arrive at that volume his margin of profit frequently is less on private brand goods than his margin on the merchandise of those advertisers who have kept their costs down.

Actually, the private brand wholesaler is just as much a middleman in the handling of his own label merchandise as he is in the handling of advertised merchandise. In both instances he buys from a source of supply goods already manufactured (and usually packaged) which he, in turn, sells to the retailer. The same thing holds true with the chain and its private brands, except that the larger chains are able to buy in sufficient quantity to get favorable prices.

The manufacturer of advertised merchandise still has many things in his favor. If he loses in the present controversy with private brands it will be a fault in his tactics, not in his advertising. That advertising is abused, that it is held as a club over the head of wholesaler and retailer, that it is used as an excuse for other practices that are as unwise as they are uneconomic is not to be questioned. There are too many facts to prove the point.

In spite of these abuses, advertising is still a powerful weapon, just as powerful as it ever was. Today it is more important to the manufacturer than ever before. Without it, he would be inundated by a flood of unadvertised products. Advertising is necessary for him today if he is to maintain any

kind of leadership.

The very bitterness of the attacks against advertising by those who do not advertise, the very fact that private branders themselves are turning to advertising, is proof positive of the value of advertising. Therefore, those advertisers who believe that they are doing a service to themselves and their fellow manufacturers by questioning the value of advertising are engaging in a dangerous and possibly suicidal form of criticism.

#### New Accounts to Frowert Agency

The Marie Harriman Galleries, the Brownell-Lambertson Galleries and Hermes of Paris, leather craftsman, all of New York, have appointed the Percival K. Frowert Company, Inc., advertising agency of that city, to direct their advertising accounts. Newspapers and magazines will be used.

#### Los Angeles Agency Opens San Francisco Branch

Roy Alden & Associates, Los Angeles advertising agency, has opened an office at San Francisco at 111 Townsend Street. Arthur E. Smith will be manager of the new branch.

#### Joins Klamath Falls, Oreg., "Herald"

Lee Tuttle, formerly part owner of the Medford, Oreg., Daily News, has joined the staff of the Klamath Falls, Oreg., Herald.

#### Appoints Buchen Agency

The Blackhawk Manufacturing Company, Milwaukee, manufacturer of wrenches and hydraulic jacks, has appointed The Buchen Company, Chicago advertising agency, to direct the advertising of its industrial division. Business publications and direct mail will be used.

Klau-Van Pietersom Dunlap-Younggreen, Inc., Milwaukee advertising agency, will continue to handle the advertising for the company's automotive

appliances,

#### Appoint Edward F. Wright Company

The Edward F. Wright Company, publishers' representative, New York, has been appointed representative of Popular Homecraft. Chicago, the Garden State Farmer, Bridgeton, N. J., and the Nebraska Merchant and Trade Review, Lincoln, Neb.

#### Joins Joseph E. Hanson Agency

Katheryn M. Hartley, for the last three years a divisional advertising manager of L. Bamberger & Company, Newark, N. J., has joined the Joseph E. Hanson Company, advertising agency of that city, as account executive.

#### To Advertise Kippered Salmon

The Kip Company, Seattle, packer of kippered salmon, will start a newspaper advertising campaign, featuring a recipe contest, to encourage the use of kippered salmon in new dishes and menus. The Arthur E. House Advertising Agency, Inc., Seattle, has been appointed to handle the account.

#### Appoints Robinson-Tiffany

The John Thompson Jones Publishing Company, New York, has appointed Robinson-Tiffany, Inc., a dvertising agency of that city, to direct the advertising and sales promotion of Bridge-Made-Easy, by Wilbur C. Whitehead, a simplified method of self instruction while playing bridge.

#### Pillow Account to Bloomingdale-Weiler

The Cold Blast Feather Company, Philadelphia, has appointed the Bloomingdale-Weiler Advertising Agency, also of that city, to direct the advertising of its No-O-Dr sanitary pillows. Newspapers will be used.

#### David Stapp with Coal Concern

David Stapp, at one time with the Woodman Advertising Agency, Seattle, has been made advertising manager of the Pacific Coast Coal Company, also of that city. Cy
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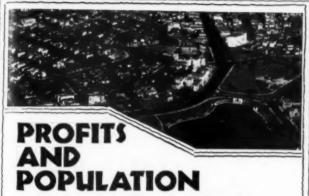
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To have a market, you first of all must have population. As population grows and individual wants and buying power increase, your market enlarges.

In Alameda and Contra Costa Counties, in which the bulk of the TRIBUNE's circulation is concentrated, live more than 552,000 consumers. Four hundred and sixty thousand of these people reside in Oakland and contiguous communities.

An investigation will reveal the value of a marketing campaign in this densely populated field.



OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)



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hen the big parade starts moving

## IOWA WILL BE THERE....

and at the head of the column.

OWA leads the prosperity parade, and if you want to fall in step with this responsive market, plan for intensive sales effort in lowa.

There are sound reasons why Iowa is leading the procession. Throughout 1930, business in

IOWA DAILY PRESS

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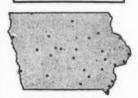
Iowa has been fundamentally sound . . . so much so that for seven consecutive months, Roger W. Babson has given Iowa the highest possible rating on his monthly business forecast maps. New construction in Iowa totals \$69,659,900 for the first eight months of 1930 or \$17,420,900 ahead of last year. Life insurance sales jumped 20 per cent during the first seven months of 1930. Cigaret sales are running 10 per cent ahead of last year's sales. Gasoline sales are up 19 per cent.

Iowa can look forward to future months with a promise of even greater prosperity. Iowa's nationleading corn crop of 333,000,000 bushels will reap the benefit of higher prices caused by the short national crop. In oats production, where Iowa also leads, the estimated vield of 236,400,000 bushels is 20,000,000 ahead of last year's record harvest. And, it is agricultural history that a short corn crop results in higher hog prices. Here again, Iowa is set to get increased farm earnings from her nation-leading swine production.

Remember, that sales effort in Iowa, to be most effective, must be backed up with advertising in the daily newspapers serving Iowa's 27 separate and distinct key markets. Analysis will show that these newspapers offer an effective combination of adequate coverage plus reader-and-dealer-loyalty.

#### Members Iowa Daily Press Association

AmesTribune
Boone News-Republican
BurlingtonGazette
Burlington Hawk-Eye
Carroll Daily Herald
Cedar Rapids
Gazette & Republican
Centerville
Iowegian & Citizen
ClintonHerald
Council BluffsNonpareil
Creston News-Advertiser
Davenport
Democrat & Leader
DavenportTimes
Dubuque Telegraph-Herald
and Times-Journal
Fort Dodge
Messenger & Chronicle
Fort MadisonDemocrat
Iowa City Press Citizen
KeokukGate City
Marshalltewn
Times-Republican
Mason City Globe-Gazette
Museatine
Journal & News-Tribune
NewtonNews
DelweinDaily Register
OskaloosaHerald
OttumwaCourier
PerryChief
MOUNT LIEV [OUTTO]



Sioux City ..... Tribune

Waterloo ... . Daily Courier

Waterloo......Tribune

...Journal

Washington....

The dots, shown on the map above, indicate the location of daily newspapers in Iowa. Note, they are scattered over the state, covering the 27 distinct and separate key markets.

SSOCIATION

Office of the President Council Bluffs, Iowa

#### CREATIVE TYPOGRAPHY

Prilliant though the past has been, advertising has only touched the fringe of its potential power. We believe that set-up salesmanship is now upon the threshold of its supreme development as a commercial and cultural influence. All the resources of our membership are leagued with the profession of advertising to make creative typography the proficient partner of creative publicity.

#### ADVERTISING TYPOGRAPHERS OF AMERICA

NATIONAL HEADQUARTERS, 461 EIGHTH AVENUE, NEW YORK

BOSTON The Berkeley Press

The Wood Clarke Press

Axel E. Sahlin Typographic Service, Inc.

> CHICAGO Bertsch & Cooper J. M. Bundscho, Inc. Hayes-Lochner, Inc. Harold A. Holmes, Inc.

CLEVELAND Skelly-Typesetting Co.

DALLAS, TEXAS Stellmocher & Clark, Inc. 2715 Elm Street

DENVER The A. B. Hirschfeld Press

DETROIT Geo. Willens & Co.

INDIANAPOLIS The Typographic Service Co.

LOS ANGELES Typographic Service Co.

NEW YORK CITY

Ad Service Co. Advertising Agencies' Service Co. Advertising-Craftsmen, Inc. (A-C) Advertising Typographers, Inc. The Advertype Co., Inc. E. M. Diamant Typographic Service rost Brothers David Gildea & Co., Inc. Heller-Edwards Typography, Inc. Huxley House Lee & Phillips, Inc. Royal Typographers, Inc. Supreme Ad Service Tri-Arts Printing Corp. Typographic Service Co. of N.Y., Inc. Kurt H. Volk, Inc.

PHILADELPHIA Progressive Composition Co. Kurt H. Volk, Inc.

Woodrow Press, Inc.

PITTSBURGH Keystone Composition Co. Edwin H. Stuart, Inc.

ST. LOUIS Warwick Typographers, Inc.

TORONTO Swan Service



TYPOGRAPHY THAT SETS UP AN IDEAL



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### Tripping Along During Trip Week

THE WATERTOWN "DAILY TIMES" WATERTOWN, N. Y., OCT. 10, 1930. Editor of PRINTERS' INK:

Do you furnish a list of dates of observances such as national trip week, national drama week and so forth? If you do I would thank you very much to send me a copy.

HAROLD B. JOHNSON.

NATIONAL Trip Week-we shamefacedly admit-is a new one on us. We don't know what specific period of the year was set aside by the powers that be for its Neither do we recall observance. whether its subconscious influence was such as to cause us to trip, fall or merely stumble during its tenancy of the calendar.

We are gradually arriving at the conviction that the week, as a merchandising device, has long since witnessed the heyday of its glory. Generally speaking, it has lost its punch; it has little of the dramatic left in it: even National Drama Week leaves us emotionally

We seem unable to recall any torch light parades during Rubber Goods Week, held from February 15 to 22. National Golf Week, held from May 1 to 6, had not even a Roman candle to its credit. And School Fabric Week, marked off on the calendar from August 19 to 24, seemed to fail to disturb the serenity of that placid month.

Away back in the days when advertising was synonymous with stunts and circus methods, the week was undoubtedly a meritorious plan. Today, however, with advertising settling into a more orderly affair, the hip-hip-hooray methods that are the life blood of the week idea are no longer used. As a consequence, we see the spectacle of a week being promoted with the staid, deliberate campaign plans that one might properly associate with the more dignified members of business society.

It strikes us as being quite incongruous-like trying to advertise a circus with Tiffany copy. is what makes the week idea so weak today; so thoroughly anae-The times prohibit the use

of the sort of promotion work that is as much an affinity of the week idea as jam is of bread.

Of course, we hasten to add, there are certain exceptions. Unless we are mistaken, however, many of these exceptions date back to the days when the week idea was riding high. They have become firmly established and they no longer need boisterous promotion methods to hold their posi-

The point we are making, however, is that so far as those who have not yet used the week idea are concerned, the chances of building a successful one in this day and age are exceedingly remote. is the sort of merchandising plan that, in our opinion, newcomers in advertising, and even a majority of old-timers, would do well to let strictly alone. - [Ed. PRINTERS' INK.

### Kennel Account to M. Glenn Miller

The advertising account of Rennel's Kennels, Lake Villa, III., has been placed with M. Glenn Miller, Chicago advertising agency. Class papers, business papers and newspapers will be used.

### Financial Account to Buchen Agency

Nichols, Terry & Dickinson, Inc., investment accurities, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. Newspapers will be used.

### L. R. Double Joins Mail Advertising Bureau

Lee R. Double, formerly secretary of Syverson-Kelley, Inc., Spokane adver-tising agency, has been appointed di-rector of research of the Mail Advertising Bureau, Seattle.

### Andrus-Scofield Appointments

S. L. VanOrman has been appointed general manager and Steele Conway director of sales of the Andrus-Scofield Company, Columbus, Ohio, producer of Capital brand homey, peanut butter and other food products.

### Appoints Jordan Advertising Abroad

The Dr. D. P. Ordway Plaster Com-pany, Camden, Maine, has appointed Jordan Advertising Abroad, Inc., New York, to direct its foreign advertising.

### This Millionaire Advertising Fails Not in a Difficult Year

Wm. H. Jackson Company, After Ninety-seven Years, Advertised and Doubled Business in Three Years

F OR ninety-seven years the Wm. H. Jackson Company, although supplying mantels and fireplace equipment to "prominent families in the 'Social Register'," did not advertise to this wealthy group of prospects. Then, in 1924, the company tried using space in periodicals of national circulation whose readers were people of wealth. The advertising was successful. During the ninety-seventh, eighth and ninth years of its existence, the Jackson concern's business doubled.

Now, in its 103d year, during a period when many manufacturers have believed that strictest economy is the watchword, this concern has continued to advertise in the belief that the rich man still is rich, that he still has servants, that he still takes trips to Europe and vacations at Southampton, and that he still wants fine mantels and fireplace equipment in his home and fine furniture and swimming pools in his garden. The result is sales which, while setting no high records, are far above non-advertising

years despite general conditions.

According to Walter E. Woodford, vice-president of Wm. H. Jackson, when this company six years ago decided to reach a wider market through advertising, it accepted the axiom that continuity is essential to good advertising. Accordingly, when the last year's de-pression began to take toll of weak-hearted merchandisers, the company went right on with its schedules, believing with Cyrus H. K. Curtis that those who advertise in low periods make money during the three or four years following. No question was raised as to cutting the appropriation; the plan was to send advertising out aggressively for business.

Results have been two-fold. First, Jackson advertising has been more prominent than ever, so much so that customers bring to the New York retail store clippings of the advertising. Second, high-grade retail stores are asking the company to be allowed to handle its andirons, mantels, etc., on an ex-





PROMINENT FAMILIES IN THE SOCIAL REGISTER

The Wm. H. Jackson Company Advertising Sells Not Merely Merchandise But the Tradition and Romance Back of Its Mantels and Equipment

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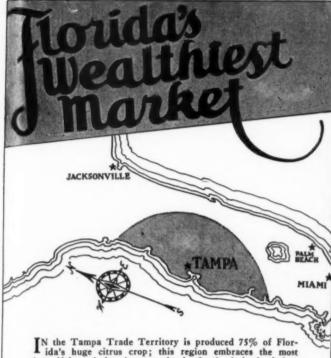
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bountiful truck farming area in the South; it is the indus-trial center of Florida. Tampa, itself, leads the world in production of the phosphate which is the principal ingredient of commercial fertilizer, and the manufacture of clear Havana cigars. And in addition this area enjoys a \$30,000,000 tourist patronage. Here is a staple market—the richest and most populous in Florida. And, it is dominated by one newspaper-the Tampa Morning Tribune.

> 1930 Federal Census Tampa and suburbs..........
> Jobbing trade area......

THE BECKWITH SPECIAL AGENCY National Representatives Detroit

New York Philadelphia Atlanta San Francisco

THE SAWYER-FERGUSON COMPANY Chicago Representatives



clusive agency basis—to be known as Jackson Mantels and Andirons. In other words, this company's advertising to millionaires has so impressed on public consciousness the idea that it is headquarters for fine fireplace equipment that quality retailers feel they can capitalize that advertising in a more general market.

Two ideas dominate in this advertising to millionaires. First, instead of mentioning merely its name and address, with vague allusions to exclusive merchandise, the company always tells fully about the articles it has to sell. Second, its advertising sells not merely merchandise but the tradition and romance that make up the background for its mantels and equipment. Simply, to the millionaire goes an interesting and detailed story about quality products instead of smart copy which seeks to be socially impressive.

#### The History of a Mantel

"A Mantel from Leeds Castle, that famous stronghold held by the Crown from 1280 to 1553," says the headline over an advertisement that tells the history of this particular mantel and of the castle from which it was removed by special arrangement with the owner. This simply told but romantic story ends.... "During this period in the hands of the Crown which covers nearly three centuries and spans the lives of thirteen of England's rulers, Leeds Castle was so intimately identified with the stirring events of these times that to relate its story would be to retell the history of England, herself.

Then, says the company speaking for itself, "our ability to bring this superb mantel to this country is a significant commentary on the scope and importance of our foreign connections . . and the diligence and enthusiasm with which we search the far corners of the world for the rare and unusual fireside fittings which fill our Galleries."

So, to the millionaire this company tells its selling story in terms of all the tradition behind its merchandise. So far does it go in considering its wealthy prospects to be like other people rather than a

class apart, that in many of its advertisements featuring fireplace equipment, prices are given. Also, appreciating that seasons mean as much to the wealthy as to the salaried man, Jackson advertising tells of swimming pools and garden furniture in the summer time and fireplaces in the winter. To the man of wealth goes the same sort of story, in his language, that manufacturers of everyday products tell the mass market.

That such presentation of merchandise to the wealthy—advertising that gives details and weaves a romantic story around each item—gets profitable interest from the millionaire whom many advertisers consider too big and busy to read advertising, is shown by two actual instances.

In the first, the buyer of a home had it impressed upon him by the seller that the mantel in the home being purchased was a genuine antique—which was guaranteed by the fact that it came from Jackson's. Today, this purchaser of this house says he not only reads Jackson advertising with interest, but he further takes pride and interest in the history that is associated with his mantel and fireplace equipment.

In the second instance, the president of one of America's largest banks one day walked onto the sales floor with the clipping of a Jackson advertisement gripped in his hand. "That," he said, holding up the advertisement, "is what I've been looking for for years."

Framed reprints of current advertisements, hung in the Jackson salesrooms because so many customers ask about specific pieces seen in the magazines and wish to identify them quickly, give further evidence of the fact that advertising that tells all about the product and weaves an interesting background of romance or tradition has the same appeal for millionaires as for anybody else.

### Potato Account to Auspitz-Lee-Harvey

Kahnspotato, Inc., Pocatello, Idaho, distributor of Idaho potatoes, has placed its advertising account with Auspitz-Lee-Harvey, Chicago advertising agency. , 1930

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# The FIRST BIRTHDAY of a 75 year old youngster



### SAN FRANCISCO L-BULLET

WITH a heritage of unbroken leadership from its predecessor, The CALL, The CALL-BULLETIN has moved swiftly onward and upward .... Now, more than ever, San Francisco's dominant evening newspaper, The CALI BULLETIN reviews with pride and satisfaction a first year of greater achievement, of broader service to readers and advertisers.

### DISPLAY ADVERTISING LEADERSHIP

MEDIA RECORDS

September 1, 1929 to August 31, 1930

	CALL- BULLETIN	Examiner	News	Chronicle	Sunday Examiner	Sunday Chronicle
Retail Display	5,773,588	3,653,828	4,797,627	2,628,594	3,119,195	1,288,564
General	3,550,786	3,514,807	2,263,390	2,988,366	2,053,224	1,071,984
(Inc	luding Auton	notive and Fin	anciel)			

Total Display 9,324,374

7,168,635

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5,616,960

5.172.419

2.340.54

#### LASSIFICATION EADERSHIP

#### CALL-BULLETIN Leads in 11-

Retail Display General Display Department Stores Clothing Stores Groceries ◆ Radio Boots and Shoes ducational Drug Stores Toilet Requisites and Beauty Parlors Musical Instruments

DAILY EXAMINER Leads in 10-

Elec. Appl. and Supplies Heating and Plumbing Office Equipment Publications Professional Real Estate porting Goods Stationers Tobaccos

### DAILY CHRONICLE Leads in 4-

Building Materials Hotels, Resorts and Restaurants nsurance Transportation

**NEWS** Leads in 3

Furniture and Household Jewelers Miscellaneous

MEDIA RECORDS figures September 1, 1929 to August 31, 1930, combined RETAIL and GENERAL classifications.

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### COREVIEWS A YEAR Nf Progress and Achievement

EADERSHIP

Accurate, complete—and always first! More news, more and better features. Best-illustrated evening

ewspaper on the Pacific Coast. Best-edited and most CALL. irst year pmplete financial section. Most popular sports section. an Francisco's favorite family newspaper. Saturday edition ers and hith "Sunday features", including Home Magazine in colors.

> IRCULATION LEADERSHIP

Continuing a nine-year record of circulation supremacy. The CALL-BULLETIN has increased its

pncentrated coverage of one of America's major markets.

FIRST in CITY CIRCULATION

Among San Francisco Daily Newspapers



GREATEST EVENING CIRCULATION

in All of Northern California

The CALL founded 1856

★ The BULLETIN founded 1855

otember 1, a Francisco's two oldest newspapers, welded in August, 1929, into a single solid unit— ombined as with the experience and venerable with the tradition of 75 years — but geared to the sifications. Mern tempo, youthful in viewpoint, ever vigorous and alert in public service.

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### CONCENTRATION



### MOST

### INNER CIRCLE

Concentrate your advertising on the Bullseye of your sales target

#### The Inflexible Inner Circle-

— the city of San Franciscol Only 42 square miles in area, but a population (1930 census) of 637,212. This inflexible inner circle (waterbound on three sides) contains of CALL-BULLETIN circulation (defined by ABC as 71.8%

— and that means MORE NEWS-PAPERS than any other San Francisco daily paper—thousands more than the other evening paper.

#### and 2

Immediate suburban area of highest accessibility. Of total CALL-BULLETIN circulation these

two segments contain . . . . 5.8%

#### 3 and 4

#### .

Eastbay area, including and contiguous to the Oakland major market. Of total CALL-BULLETIN circulation if 7.5%

RECAP:

CITY . . . . . . . 71.89

map in 1, 2, 3, 4 and 5 . 19.7%

TOTAL . . . . . . . . 91.5%

## THE SAN FRANCISCO

NEW YORK Herbert W. Moloney 342 Madison Avenue CHICAGO John H. Lederer Hearst Building DETROIT
R. M. Miller
General Motors Bldg.

LOS ANGELES Karl J. Shull Transportation Bids ) N

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### "... of the Salesmen, by the Salesmen, for the Salesmen"

How the Experiment of a "Speechless Convention" Worked Out

### By an Interested Observer

CHARTED on paper in advance of its three regional education conferences held recently, plans for the "Speechless Conventions" of The Connecticut Mutual Life Insurance Company might have looked something like this:

Program { Demonstrations | Discussion | Seminar Groups |

It had been the practice in the life insurance field, as in many other lines, to have read at the various salesmen's conventions a series of "Home Office Papers" solemnly expounded by various officials of the company. But last month this old-established company, long a believer that in an actual interchange of practical sales deas and experiences among salesmen themselves was to be found the most effective help to come from such meetings, cast aside precedents of more than eighty-four years and put on a program with no oratory, no lectures, and no speeches, widely her-alded as "F. S. O.-For Salesmen Only."

The program was so arranged that only practical, tested sales ideas would be presented, and was based on the assumption that all such ideas and experiences would be given by the salesmen themselves. Since no formal "papers" were permitted, two methods were decided upon of getting the information across to all the leading salesmen in attendance: (1) Sales Demonstrations, and (2) Seminar Group Discussions. Care was exercised from the start that neither the demonstrations or discussions should fall flat.

#### Demonstrations

In the case of the Sales Demonstrations, the following points were carefully covered in advance:

(a) Subjects of sales demonstrations first worked out and alloted by sales department by full and complete letters of instructions.

(b) Actual sales previously made to be used as a basis for each demonstration.

(c) Requirement that all demonstrations or sales outlines must



first be written out in advance, giving dialog of both salesman and prospect.

(d) All sales demonstrations be given without notes or papers except for visual sales helps usually

used in selling. (e) Dramatic atmosphere to be created as fully as possible through use of stage, proper lighting, "sets" and sufficient use of "properties"

to lend realistic effect.

(f) Discussion and comment, favorable and unfavorable, from the floor following each presenta-

(g) Selection of a chairman in the person of a branch sales manager by sales department in advance of meeting, who could hold meeting to schedule and steer discussion into proper channels.

#### Seminars

The sales department's advance preparation for the seminar discussions required slightly less but equally important planning. company felt that the following factors were important to the success of a discussion in which all present would freely participate:

(a) A splitting up of the meeting into small groups.

(b) A community of interest in these groups, so that salesmen would be thrown together whose sales volume was approximately equal, who served similar types of clientele, etc.

(c) A chairman for each group from the sales department, to guide the discussion and keep it within proper bounds.

(d) A printed "program" of some fifty topics for possible discussion, to serve as a track to run

#### Results Astonishing

The experiment of having the convention run by the salesmen themselves from start to finish was undertaken with firm confidence that the innovation would be well But the company had received. little inkling of the enthusiasm with which the program would be greeted or the rapt attention it would command. Interest ran at a high pitch. Practically every man was in his seat promptly, remained throughout the entire session and paid strict and rapt attention to the dramatized or visualized sales demonstrations given in playlet or dialog form.

The Seminar Discussion Groups were equally successful. Breaking up the convention into groups of salesmen with similar interests overcame any possible reluctance to discuss sales problems that were encountered in the daily tasks, while the small groups made it possible for many a salesman to speak his mind informally who would not have faced the entire convention from the platform. The printed list of some fifty topics for possible discussion prompted various trains of thought, served to prevent "dead" moments, and kept the discussion on really important subjects. Last of all, the selection of a competent chairman from the sales department of the home office kept each salesman in line, brought him back to brass tacks when the discussion wandered away from the original point, and brought back into the home office much important new light on the salesman's viewpoint and the problems that face him.

Representatives who attended "Speechless Conventions" will not soon forget the inspiring, practical sales help they received nor will the sales department forget the enthusiastic reception afforded the "speechless" program in planning sales meetings for the future.

### Mark Byron with Central Hanover

Mark Byron, for the last two years assistant advertising manager of the Bankers Trust Company, New York, has joined the business development depart-ment of the Central Hanover Bank & Trust Company, New York.

### Appoints Richardson, Alley & Richards

First National Stores, Inc., Somer-ville, Mass., has appointed the Boston office of the Richardson, Alley & Rich-ards Company, advertising agency, to direct its advertising. Newspapers in New England will be used.

### Has Mausoleum Account

The Holy Cross Cloister, Inc., Brook-lyn, N. Y., builder of mausoleums, has appointed The Kleppner Company, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used.

### What is a City????

Ideas are plastic. Words remain the same. In a changing world, definitions must change, too.

Named on no map, traced by no lines of latitude and longitude but compact, clearly recognizable and far more homogeneous than any community of mansions and tenements, shacks and skyscrapers, such is X-CITY.

Unknown only as to name, this community reveals itself as a substantial and accessible citadel of wealth and power, peopled by real men and women who do real things.

The United States Paily DOMINATES X-CITY



See following pages

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, 1930

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### X-CITY—the City of

How can we picture it?

Steel and stone, brick and wood no more make up a city today than they did in Antiquity when it was a meeting place where a group of leaders, "the confederated families," came together for "common purposes."

A cycle of history completes itself and once again a group of leaders meets for common purposes.

The titan force which once brought men together behind the same mud walls and beneath the same thatched roofs is at work again. But now, with science its slave, it can defy time and space. It lifts out of the hearts of all the cities of America the men and the institutions whose dominating power has given them a common purpose. It sets them down in a compact community and makes them neighbors.

This community is X-CITY.



The United States Paily DOMINATES X-CITY

3, 1930

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### Money and Power

... the San Francisco banker lifts the receiver and in a moment is in more intimate contact with his "neighbor" in Wall Street than he ever has been, or ever will be, with the man who lives across the street . . . neighbors.

Neighbors? Yes! For they have their being in a world far more homogeneous than the inchoate masses united only by the accident of place—neighbors because their dominating power has destroyed the barriers of time and space and their common purposes have drawn them together into a compact group.

These men make up the population of a new city, X-CITY. Eligible for its citizenship are those 183,000 Americans whose income and position, whose money and power, earn for them a place in this community of interests.

X-CITY is the heart of all the great cities of the country.

The United States Paily DOMINATES X-CITY



### British Mail-Order House Has Chain of 300 Stores

Outline of the Sales and Advertising Methods of House Established in 1824, Which, in Its Ninety-fifth Year, Began to Spot Stores Throughout Britain

Based on an Interview by Bernard A. Grimes with

### A. W. Fisher

Director, J. Pullar & Sons, Ltd.

IT may be news to others, as it was to a group of national advertisers, to learn that operation of a chain of retail stores by a mail-order house has been under way, and successfully so, in Great Britain for a period which commenced shortly after the war. The history of this house, the reasons which necessitated its entrance into retail store ownership, and its experiences during the last eleven years were recited at a luncheon tendered by the Association of National Advertisers to A. W. Fisher, a director of the company, who recently completed a visit to the United States.

Circumstances which led up to the establishment of a chain of stores, and the resultant effects of such an extension of the firm's business, are summarized in an interview which Mr. Fisher gave a PRINTERS' INK staff representative.

His firm, J. Pullar & Sons, Ltd., cleaners and dyers, was founded in 1824 at Perth, Scotland. This town is located about 450 miles from London, in which city a large part of its business originates. Approximately 75 per cent of its business comes from hundreds of miles away.

"Of course we started as a local business," said Mr. Fisher, "but that was more than 100 years ago. When the railroads were introduced in 1860, our firm foresaw the possibility of using this new system of transportation to extend its field of operation to distant point. We appointed agents, first in nearby cities and towns, gradually expanding the network to points farther away. For many years we had a network of 8,000 such agents. An agent is an individual who operates a store as an

outfitter. He puts up a Pullar sign and becomes an agent on commission. He collects and sends the goods to Perth. We send the cleaned or dyed materials back to the agents for delivery to customers. Carriage charges both ways are paid by us.

"This step," Mr. Fisher continued, "made our business known all over the British Isles. Our advertised title, 'Pullar's of Perth,' became synonymous with the cleaning and dyeing needs of a large part of the British public. Our business expanded to large proportions. Some indication of its expanse may be had by explaining that we have 2,100 employees at Perth and another 1,000 in our branches.

### The War Brought a Change in Method

"Following the war, however, we began to feel the effects of changing business methods in our line. A great many dyers and cleaners opened stores in the smaller towns. Obviously a woman would prefer to take her garments to a local retailer and ask questions regarding cleaning, delivery and price, getting more assistance on the spot than she would get if she had to deal through an agent who too often would first have to consult headquarters. If the customer had been one of the thousands who did business with us by mail, she could, by going to a retailer, escape the trouble of packing and mailing

"Convenience is one of the buying points in any transaction. If competition offered more convenience, it had to be met if we hoped to hold our trade. We knew we could not be content to meet in-

### Covering X-CITY

• X-CITY has a population of some 183,000 ... these are the people in the United States who, according to latest figures, have incomes averaging \$30,000 a year and whose wealth and power have given them a community of interests and brought them together in this compact group.

The incomes of THE UNITED STATES DAILY subscribers, as established by two surveys, range from \$5,000 to \$250,000 a year, the average income being slightly over \$30,000 a year.

84% earn \$10,000 a year or over.\*

\*Details furnished on request.

The United States Paily DOMINATES X-CITY



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conf we knew et increased competition with our small town agencies alone, or through our mailing service. It was realized our solution lay in opening our own retail stores under our own trained personnel. Our series of stores numbered twenty-five in 1919 in principal cities and additional stores were opened in smaller towns. We now have 300.

"In addition we still maintain our mail-order business direct with customers, our card index of live customers totaling nearly 260,-000. This proves if you are alert and if you can create a demand for your services, you can carry on in spite of multiple competition.

"Operation of our chain stores has proved effective in meeting the situation brought about by modern conditions of motor transport. Their influence in bringing heretofore isolated villages into close contact with large centers is having a marked effect on ways of doing business. Our move in 1919 prepared us for this new emergency.

"Our mail-order business helped us tremendously in selecting store locations. We keep our customer lists in geographical order and we know for any city where the largest number of people using our services are located. It seems to be a cause for surprise to Americans that, frequently, we do not locate in the center of a town. We get as near to the best residential area as we can, making our stores easily accessible to our customers and enabling our messengers and van men to cover their routes with a minimum of lost motion. Under this system we probably have less turnover but we are operating at less cost and with more convenience to our trade. In Edinburgh, for example, we have a central office and thirteen branches.

"The operation of the chain stores fulfilled the expectations of Pullar's of Perth that this method would-lead to new business as well as hold business which was being lost to local tradesmen. Its mail-order business has decreased slightly, but at nothing like the rate of decrease which was under way before the chain stores were

opened. It still has 250,000 customers who package and send their goods by mail order. To stimulate both sources of business, the company employs generous use of advertising.

"Our advertising appropriation this year," Mr. Fisher stated, "is divided as follows: One-third is spent through national dailies. For direct mail another third is used. The remaining third is expended for show cards for windows, for leaflets to be placed in parcels, for agency signs, for price lists and for sundries. If we had our direct mailings and our mailing list work done outside we would have to pay somebody else for doing it. do this work ourselves and, therefore, include the wages of those so employed as a general advertising charge."

### Illustration Widely Used

Pullar advertising, both newspaper and direct-mail copy, is conspicuous for broad use of illustration. The public, Mr. Fisher explained, still has the minds of children and it thinks in terms of pictures. With little exception, all copy is illustrated to get attention and to drive home a complete understanding of the many ways in which Pullar can be of service in cleaning carpets, drapes, furniture coverings and candle shades. Text is depended upon to supplement the illustration and carry the interest it creates into a reading of the advertising message. Directmail pieces, for example, are illustrated on one side, the opposite side being given over to text.

So far this year, 250,000 each of seven direct-mail pieces have been sent through the mail, making a total of 1,750,000 pieces. Their distribution was controlled by a master mailing list. The master list is kept up to date with corrections sent in by the manageresses of the stores who devote all of their slack time to culling their lists. make an envelope for each name on their lists. At headquarters, the addresses are copied upon four labels and checked with the master To indicate the degree of change which takes place in a mail0 cusd their mulate e comof ad-

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Which is the Best Market for Quality Merchandise?

I. Average Newspaper -

300,000 circulation — only 5% above \$10,000 a year —

.... 15,000 able-to-buy readers.

OR

II. Average Magazine -

300,000 circulation—only 6% above \$10,000 a year—

.... 18,000 able-to-buy readers.

OR

III. THE UNITED STATES DAILY-

eighty-four per cent over \$10,000 a year or 100,800 heads of families. The average income is \$30,000 a year of—

.... more than 120,000 able-to-buy readers.

THE UNITED STATES DAILY Market is an Able-to-Buy Market.

The United States Paily DOMINATES X-CITY



ing list over the course of a year, Mr. Fisher tells of a test which was conducted to ascertain how much wastage is involved. A mailing was sent to a list of 7,500 customers on record the year previous. Of this number, 6.1 per cent of the mailing was returned by the post office because the addressees could not be found. The continually corrected list of Pullar's, Mr. Fisher asserts, has nothing like that percentage of returns.

"There is a strong parallel between the work we must do on our mailing lists and our relations with the public in general," said Mr. Fisher. "We have to keep on adjusting ourselves to changing methods as the years go on. Our entrance into the chain-store field is an example of adjustment of our appeal to the altering needs of the There are other businesses which, in the past, have depended entirely on presenting a mail-order service, which will be induced, like ourselves, to find other means of doing business that will more conveniently meet the requirements of the public. Customers today insist that a business adjust itself to meet their peculiarities. No longer is it sufficient to say 'ours is a good service.' The public is more and more the arbiter and the master and business must not only do its bidding, but be prepared to act before the public itself is aware of what its wishes will be."

### The Melron Company, New Business

Robert E. Oberfelder, Harry M. Eise-man and Nathan Lax have organized the Melron Company, with offices at 151 Fifth Avenue, New York, as an advertising and sales promotion service. Mr.
Oberfelder was formerly with the Fairchild Publications, Mr. Eiseman with the
D. H. Ahrend Company and Mr. Lax
with Hanff-Metzger, Inc.

Appoints M. C. Mogensen
The Kelso, Wash., Tribune has appointed M. C. Mogensen & Company,
Inc., publishers' representative, as its
representative in the national advertising field

### R. D. Marco Joins Maxon

Rocco D. Marco, formerly with the Meinzinger Studios, Detroit, has joined the Cleveland office of Maxon, Inc., Detroit advertising agency.

### Join Dunham, Younggreen. Lesan

E. E. Werner, formerly art director the Charles Daniel Frey Company,

of the Charles Daniel Frey Company, Chicago advertising agency, has been appointed art director of The Dunham, Younggreen, Lesan Company, advertising agency of that city.

C. A. Kroening and Einar Lundquist have joined the Milwaukee staff of Dunham, Younggreen, Lesan. Mr. Lundquist becomes art director of that office. C. A. Kroening, who was formerly with Freeze-Vogel-Crawford, Inc., Milwaukee, joins the convests.

rreeze-vogel-Crawford, Inc., Milwaukee, joins the copy staff.

John Tiogo, recently with Beaumond & Holman, Los Angeles, and previously with the John H. Dunham Company, Chicago, predecessor to Dunham, Young-green, Lesan, has joined the copy staff of the Chicago office.

### E. T. Morris Transferred by Goodrich

E. T. Morris, advertising manager of the Pacific Goodrich Rubber Company, has been transferred to Akron, Ohio, where he will be assistant to the director of advertising of the B. F. Goodrich Rubber Company. He has been in charge of Western advertising of the Goodrich company for the last two years.

### N. F. Foote Starts Own Business

N. Frederick Foote, for many years New England manager of Paul Block, Inc., and for the last two years New Inc., and for the last two years New England manager of Woman's World, has opened offices in Boston and New York as a publishers' representative.

### Joins "Popular Science Monthly"

W. M. Davidson, for the last six years with the sales organization of the Standard Farm Papera, Inc., Chicago, has joined the advertising staff at that city of Popular Science Monthly, New York York.

### Appoints Carroll Dean Murphy

The A. J. Krank Manufacturing Company, St. Paul, manufacturer of Krank's toiletries, has placed its advertising account with Carroll Dean Murphy, Inc., Chicago advertising agency.

### Has Orchard Heater Account

The Riverside Sheet Metal Works, Riverside, Calif., manufacturers and dis-tributors of orchard heaters, have ap-pointed H. Charles Sieck, Advertising, Los Angeles, to direct their advertising

Murray Koff, formerly with Hevey and Kurkee, publishers' representatives, New York, has been appointed advertis-ing manager of the California Egg Preserver Company, Ltd., San Francisco.

# A New Economy in Advertising

Below are comparisons between three leading local newspapers and THE UNITED STATES DAILY, giving the Milline Cost of advertising to the high income readers (those having incomes of \$10,000 a year and up).

	Subscribers with incomes of \$10,000 a year and over	Milline Rate for this high income group
City A, Leading Paper (Circulation 191,720)	7,182	\$ 62.67
City B, Leading Paper (Circulation 98,589)	6,144	40.67
City C, Leading Paper (Circulation 211,325)	3,169	157.77
X-CITY, The United States Da (Circulation 40,000)	33,600	14.88*

"This Milline Rate is figured at the MAXIMUM linage rate for The United States Daily. Figured at the 50,000 line rate the Milline Cost would be \$7.44,

The United States Daily DOMINATES X-CITY



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### Tossing "Hoss" Sense into Space Selling

An Awe-Inspiring Amount of Material Is Being Gathered These Days Concerning Publication Circulations

### By Rossiter Holbrook

I WONDER how much farther we are going in this wild scramble after statistics regarding media and whether the material is of enough value to make these necessarily large expenditures worth while.

What I refer to is the awe-inspiring amount of theoretical material that is being gathered these days pertaining to newspaper and magazine circulations.

Where does it all lead?

It seems to me that a great deal of excess energy has been wasted gathering this material. Undoubtedly this is due to the fact that media space buying is only one of the many lines of activity that have suffered a pocketbook deflation from the

expert sales and promotion departments of our "all knowing" theoretical statisticians and accountants.

We have been traveling through an era of statistics that has far exceeded the era of efficiency engineering we went through a few years ago. Those were the days when they were estimating how to cut down the number of times employees would go to the wash room from 23/2 to 13/2 by moving the drinking fountain to an inconvenient place.

In considering media, what are the actual desires of the advertiser? I may be somewhat oldfashioned but for some unknown reason I have always assumed that the answer may be summed up in a very few words, namely—results per dollar spent.

This question of media has been somewhat of a "hobby" with me for a number of years. I am not opposed to reasonable statistics

AM not opposed to

I reasonable statistics," says the author, "visualizing the amount and location of

Looks as though someone were anxious to start a controversy. We've set aside space for space buyers, as well as space sellers, who want to cast their votes.

visualizing the amount and location of any given medium's circulation. But when we begin to delve into the antecedents of the individual readers and spend untold thousands analyzing the mental capacity and the size of the pocketbook of every reader of a specific medium, we are trying to catalog something that just refuses to be cataloged, namelythe human element that enters in. It consistently upsets the apple cart as thoroughly and

completely as old man Weather has recently upset the farmer, the corn crop and the Chicago Pit.

A few of the many paradoxical questions that I should like to have some of these accountants, statisticians and theorists answer for me are:

Why are two media with approximately the same quantity of circulation reaching approximately the same class of people in the same trading area, so completely different as to the actual results they apparently obtain?

Why is one medium carrying half the amount of advertising of another, with full position for practically every advertiser, just

### X-CITY People Have High Incomes

They buy quality products in liberal quantities—and provide an individual purchase market\* for

\$300,000,000 worth of foods.

More than \$3,120,000,000 worth of fine homes requiring more than \$936,000,000 worth of furnishings.

200,000 automobiles (first, second and third cars).

\$84,000,000 worth of wearing apparel.

180,000 or more radios and accessories.

Travel (a per person average of \$1,645 a year in business travel alone).

Men's high-grade toilet accessories.

Sports accessories from golf balls to yachts.

Ginger ale and table waters by the case.

Insurance.

High-grade securities.

Smokers' requisites.

THE UNITED STATES DAILY is the only class daily newspaper (A. B. C.) which dominates this rich and powerful national market.

"We have made a detailed survey of this market. It will be sent to Advertisers or Agents requesting on their letterhead, a copy of "X-Crxx."

The United States Paily DOMINATES X-CITY



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about half as resultful as another medium, although the latter is loaded to the gimlets with advertising lineage and giving practically none of its advertising a real break

in position?

Why can one medium present a bona fide, certified, sworn to, circulation list of names whose total assets would make a combination of the total assets of the Bank of England, Chase and National City look like thirty cents on a cloudy day—and yet the results of advertising a luxury therein won't compare with the same advertising in another publication known to have more than half its circulation on the park benches?

Why is it that large numbers of men who can't read English buy a certain daily newspaper, printed in English?

Why can a publisher calmly walk into a market that was supposedly glutted with newspapers, and in less than a decade develop a medium with a tremendous circulation and giving exceptional results, along certain lines, per dollar spent in advertising, when other media that have been there nearly a century have never really shown paying results to advertisers?

I could keep on asking the statisticians questions of this nature for many more pages, but let's be reasonably lenient.

#### Statistics Are Valuable, But

I believe analyses and statistics are of untold benefit up to and even including a certain point. Beyond that they are like a too detailed trial balance or bank statement—they just befog the issue without accomplishing anything other than giving a lot of other statistical hounds a chance to tear them to pieces.

Of course, if our media departments are made up of a lot of theoretical kids who only know how to read words and not use their brains to try to understand what the words mean, it is necessary to prevent them from being ridiculous in their judgment by surrounding them with statistics. Thus they are placed in the same position as the fifteenth vice-president of one of our big banks—he

can only loan so much money on first-class securities having a market value of twice the amount of the loan.

I will grant that decisions based on statistics alone are much better than those not based on anything at all. But we must remember that although figures don't lie, it is extremely easy to lie with figures. Although the statisticians may bend over backward to be truthful in their comparative figures, their results may not be worth a "tinker's darn" when we take into consideration actual results per dollar spent in using different media that otherwise may be quite comparable, statistically speaking.

In my opinion, two different media may be compared with two different salesmen. They may make the same number of calls per day on the same class of buyers, but one "does" and the other "doesn't."

Buying advertising space is not just buying a message carrier, or an order taker. It's buying the deliverer of the Message to Garcia and the sale of a bill of goods. It requires not only an analysis of facts and figures, but also a broad experience combined with good judgment.

I have been told-I am not quite old enough to remember-that back in the years when advertising had to show its results immediately, we had space buyers who really fulfilled their name and that they could demand almost any reasonable price for their services. In those days they were more than space buyers-they were blamed shrewd "hoss traders,"-they knew just how big a fish the fellow really did have, and most of them were either wise enough or unwise enough, depending upon whom they were working for, to keep that knowledge all cataloged under their hats. All they really had to do was to select the medium that paid, at a price that made it pay. and the publishers knew that they knew and acted accordingly.

That's all they had to do. In my opinion, however, it's a lot more than many space buyers know how to do today, with all

# A New Kind of Multiple Readership

A proved average of 3.2 persons read 40,000 copies of THE UNITED STATES DAILY every day, making a total readership of more than 120,000.\* Each additional reader represents a separate family, a buying unit distinct from each other reader—a new kind of multiple readership.

\*We have made a detailed survey of this market. It will be sent to Advertisers or Agents requesting on their letterhead, a copy of "X-City."

Two separate surveys of THE UNITED STATES DAILY'S circulation show it to have a proved readership of more than 120,000 heads of families.

The United States Paily dominates X-City



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the statistics, charts, "checks and double checks" they have at their

I say this feelingly because I sold space on seven different media for over twelve years, and some of the inane, ridiculous discussions that I was dragged into by space buyers I met, so disgusted and nauscated me that I wonder sometimes how I can still have such a healthy digestion.

### Experience Seasons Judgment

I found on the average, however, that the older and more experienced a space buyer was, the more sound and reasonable his judgment. He usually gave good sound reasons why I did or didn't offer the proper medium for his product or service, and he seldom offered statistics to prove his case.

In my opinion, some media just naturally have made themselves good advertising media. They have made their readers conscious of their advertising—they have built a reader confidence in the advertising they carry—and they have established markets that people turn to for advertising news. Even quantity, quality, or location of circulation, although vastly important, has one awe inspiring condition governing it—do the readers read the advertising and act on it, or don't they? That, to my mind, is the vital question.

A good space buyer knows this —and a statistician doesn't.

If a woman is careful in her purchases and wants to watch the clothing or furniture market for bargains, what week day paper does she seek—and what Sunday paper?

If a man wishes to buy suburban real estate, what newspapers or magazines naturally come to his mind in which to seek for what the market has to offer?

Some space buyers have the idea that they must force their wares on an unwary public, and that any medium that has the proper quantify, quality and location of circulation will do this. They have missed the biggest bet of all. In this day when advertising is the center of merchandising interest to hearly every right minded, thinking

family, who have more to do than to wonder what to do, advertising doesn't have to be thrust down their throats statistically. The members of these families have been trained and have established in their minds their advertising market-places and they turn to them as normally as they turn in the door of their haberdasher, department, grocery or drug store for their regular purchases.

for their regular purchases.

A man whose job, or let me say executive position, primarily exists on whether a certain medium carries its quota of advertising or not, told me a few days ago that he could prove that another medium supposedly overloaded with advertising couldn't possibly pay all the advertisers in it with the comparatively small circulation that it has. He divided the number of readers by the number of advertisers, by the dollars the readers had, by the dollars the advertisers spent, bybut he lost me at the first division, for the medium he referred to has carried "overloaded" pages for a number of years and probably will for some years to come, because it apparently does pay-statistical and analytical theory to the contrary.

#### No Small Job

It's no picayune job to be able to pick units that are market places. It's an intensive study that few would ever undertake, and it means a blamed sight more than statistics will ever tell.

Let the statisticians proceed—they must live as well as the rest of us—but let's muss them up a bit with the human equation—toss in a little "hoss" sense—spice it a bit with experience—and frost the cake with good judgment. Don't let's walk out of this decade to look back and say—"do you remember back ten years ago when we went statistics mad," with the same ironic "laff" we do today about the era of scientific management and efficiency engineering.

Joins Los Angeles Agency Glenn Dolberg, formerly manager of radio station KHJ, Los Angeles, has joined the Dan B. Miner Company, Los Angeles advertising agency, to take charge of radio advertising. , 1930 than

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### Must Reading

Since January 1, 1930, we have received 5,970 letters from subscribers telling how they read THE UNITED STATES DAILY. Analysis reveals that the average time spent reading this paper is in excess of fifteen minutes.

Three separate studies made by different authorities involving a testimony of 7,000 individuals establishes the fact that the average reader reads two and a fraction newspapers a day and spends an average of 7½ minutes on each.

X-CITY residents spend twice as much time reading the fourteen to sixteen pages of THE UNITED STATES DAILY as is spent on the forty to fifty page metropolitan daily.

Further analysis of the letters received by THE UNITED STATES DAILY shows:

The United States Paily DOMINATES X-CITY



### "Your Price Is Out of Line"

What Should Salesmen Say When Buyers Raise This Old Sales Objection?

### By A. H. Deute

General Manager, The Billings & Spencer Company

"I'M going to quit and get me a job with a house that can give me prices that are in line!"

The chap who made that remark had had exactly six months of selling experience, all gained during the present "buyer's market." He was not discouraged with selling as a life work, but he did want to have a chance to sell on an even price basis.

He was talking to another salesman, a man who had been on the road for many years. The older man replied: "I've been selling goods for close to forty years. I've sold everything from Alpha cement to Zenith hardware. And I've never yet had a line the price of which was 'right' from the buyer's standpoint—except once.

"Once I got hold of a line of paint which was priced so attractively and looked so good that it actually sold itself. I didn't have to do any work to speak of. It looked so good to me I took it right out into a territory where I knew the hardware and building supply trade well. I wanted them to have a chance to profit by my having taken over the sales of the total output of a small, new plant working under a secret process.

"I started out on my second trip over the territory and saw a few things. I resigned. I've never been back to that territory since. Maybe those buyers would give me a chance to make my excuses. Maybe they would tar and feather me without giving me my say. I've never felt like taking the chance. But I learned one thing, and that is that if the price is 'right' or 'in line' the chances are something else is wrong."

Just a few days ago I wanted to interest a certain firm in a new golf club we are making. So I wrapped up a few samples and called on the buyer, who seemed an excellent chap. I was disappointed to hear him say, even be-

fore I had unwrapped the samples; "The price is out of line."

A few years ago I met an interesting salesman working for the Jett & Wood Mercantile Company, of Wichita. This man sold an enormous amount of groceries to a relatively small list of dealers. He had an interesting formula for getting started with a new account. He stated it something like this:

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### A Preliminary Talk on Prices

"The first time I call on a prospect, provided he isn't a man who knows my house and me, I have a talk with him about prices. I tell him that the man who knows prices and doesn't know values is simply shooting in the dark and bound to take a good beating at the hands of the salesman who happens to know something about both.

"And then I go on to illustrate. I can show him how he can be swindled on any sort of food product by the man who does know both quality and price, provided he wants to sit in on his game with nothing but a little knowledge of comparative prices. Any experienced grocery man can do that. Every experienced grocery man knows, too, that the real field for the man with 'prices in line' is not the experienced retail merchant but the stranger who wants to sit in the grocery business. Sitting in in a the grocery business with nothing but a price list is like sitting in on a poker game with nothing except ability to read the spots on the cards.

"And so we always have our little preliminary talk on the matter of prices. It is a good thing for the customer and the house to be working on a common ground on this matter of prices."

A good part of Billings & Spencer's business is devoted to the making of what are known as "contract" or "special" forgings. These are rough forgings from

# X-CITY is a "one newspaper town"

While many local papers reach into this city from the outside, the one common denominator of newspaper interest is THE UNITED STATES DAILY. It dominates X-CITY. The desire for a national newspaper presenting only important national news is the outstanding characteristic of the reading habits of X-CITY'S residents.

We have made a detailed survey of this market. It will be sent to Advertisers or Agents requesting on their letterhead, a copy of "X-Citx."

You can sell X-CITY through THE UNITED STATES DAILY.

The United States Paily DOMINATES X-CITY



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which finished machinery, automobile and other mechanical parts are produced, going through various machining operations to completion. All these operations naturally cost money.

The professional buyer's attitude generally is that a forging is a forging and the buying is done on a purely competitive basis on prices quoted according to the blueprint specifications.

For years this has been the custom. For years, buyers have handed competitive salesmen blueprints and waited for the quotations to come in. Naturally, these prices vary. And, naturally, most buyers accept the low bid as "in line" and advise the other bidders that they are "out of line."

Then there is gnashing of teeth on the part of all those salesmen whose prices are "out of line" and great pressure is brought to bear on their respective houses.

Sometimes some very tragic insances occur. For example, some months ago at least a dozen competitive forge shops were asked to submit prices on a particular job. Out of the dozen, one firm put in a price which was about a quarter lower than the general average.

The firm with the low price was a newcomer in the field. The buyer knew it to be financially responsible. Nevertheless, he should have preferred, everything being equal, to buy from one of his established sources. But the price differential was too great. Without giving the details, he advised his usual sources that they "were 25 per cent out of line."

"Go back and tell your house to learn how to figure this job," was his comment. "You know I'd like to give you the business but you can't take that much of an advantage of me."

Of course, the various salesmen trooped back to their respective houses with the usual shrug of the shoulders and complaint: "For the love of Mike, when are we going to learn how to figure jobs? If I didn't stand so well with Blank, we'd be out of this altogether. But he works with me and he's giving us another chance to show what we can do. We're 25 per cent too high.

Let's see where we fell down."
This took place in various shops.
There was some shading down of prices and some cutting of costs and passing up of profits. Still, in the end, the newcomer was the low man and received the business. Only after he had the order and had gone into production did he find out his own mistake in estimating. He made many thousands of these forgings and, it is said, lost

several cents on each one.

This typical condition in the buying of forgings has resulted in a careful study, by countless dropforging producers, not in respect to making better forgings but to making cheaper forgings. The central thought has been how corners may be cut so that costs could be shaded and prices reduced.

There is a natural reaction from this trend and it is already manifest. In his anxiety to buy forgings, for constantly less money, the buyer has often overlooked the fact that on each of those items, much money must be expended in making the finished product.

So in their search for a way to attract business, our engineers have worked out new methods and new operations which tend to make marked savings in these finishing operations. In that way, they indirectly give lower prices while directly getting more dollar volume out of the job.

### The Reason for a New Type of

But while these methods are very real and sound, they must be explained—in short, they must be sold to the buyer. And there immediately arises the need of an entirely different type of salesman.

Here we require men who are primarily engineers, who can talk and discuss their subject, rather than men who can "sell" and are persistent stickers.

It brings to mind the coffee salesman who used to call upon a wholesale grocer for whom I used to be a stenographer.

My boss was his own coffee buver. He prided himself upon his ability to judge coffee by tasting it.

The coffee salesmen who called upon him did very little talking.

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### Concentration

In X-CITY is concentrated the small group of corporations which do 80% of America's business; life insurance companies which purchase 90% of the nation's securities; the banks which hold 40% of the nation's deposits; the railroads hauling nearly 90% of the freight and passenger traffic of the nation. They represent a market for:

Industrial equipment
Furnaces and locomotives
Tractors and cranes
Machinery and machine
tools of every kind
Trucks and salesmen's cars
Construction materials

Office equipment
Furniture
Filing cabinets
Check-writers and protectors
Typewriters
Heating and ventilating systems.
Fuels: Coal, oil, gas and electricity

THE UNITED STATES DAILY is the only class newspaper (A. B. C.) which dominates this strong and powerful national market.

The United States Paily Dominates X-City



They resorted to no urging. They would have considered urging to buy as a sign of weakness on the part of their product. But they did go into minute detail regarding the crop of which the sample was laid before the buyer. They discussed the exact spot on the map of the world where it grew. In fact, the very hillside seemed to be known to both the salesman and the buyer. And not merely the exact side of the mountain, but the distance above sea-level along the side of that mountain was considered. They were coffee men-both the sellers and the buyer. They paid each other the compliment of recognizing each other as coffee men. At the same time, each tried hard to trip up the other in coffee lore. Price was, of course, of great importance, but these men based the price equation upon the quality of the bean.

One day a new salesman came to interest our house in a nationally advertised brand of package coffee. He was courteously escorted to the round table where the coffee buying

was done.

Instead of laying out samples of coffee, the salesmen spread over the coffee table proofs of advertisements, of dealer helps and of booklets. The old coffee buyer and the young coffee salesman did not talk the same language. The interview got nowhere. One man talked coffee as a product. The other talked an item of merchandise. One talked coffee quality. The other admitted that he didn't know a thing about coffee except as he drank it from a cup. In fact, he had only started selling this coffee a month ago. He wasn't a coffee man-he was a merchandise man-a salesman. He tried to explain to the old buyer that his house wasn't interested in coffee as such but in a tin package, packed forty-eight to a case, which would turn over at a certain rate and produce so much profit per turnover.

### The Old Buyer Supplanted

A few years later that old buyer gave way to a snappy young man who could talk turnover, manufacturer's co-operation, jobber support, advertising allowances, missionary

work, drop shipments with deals and whose first and final stock phrase invariably was: "O.K., old chap, but your price isn't interest-ing to me."

The business of selling seems to revolve in cycles. When I first went to work, selling was moving out of the era of quality and a knowledge of the product into a period of national advertising and

The then newer school of salesmen proudly admitted that they didn't know a thing about the product itself. But they did know that here was an attractive package, fine national advertising and good dealer This would produce a support. definite profit and quick turnover for the dealer who would connect

with the manufacturer.

Countless products were marketed, and marketed successfully, on the strength of just about everything except the genuine value of the article in the box. Naturally, the child proved father to the man and during the last few years buyers have been true to their teaching-thinking of nothing but price -taking salability and turnover for granted.

The rapid development of the chain store, with its mass methods, is part and parcel of this method of merchandising. Low prices are necessary to attract the buying public. Consequently, buyers must buy for less and less. Salesmen hear the same cry: "Your prices are out of line."

And now, after some fifteen years of that type of salesmanship and that type of buying, we see signs, not of a new epoch in selling and in buying, but of a reversion to the former type.

The time has come when many a sales manager is starting to adapt his force to this return of an older

school of salesmanship.

It seems to be returning with the return of the long skirt and the Psyche knot-with the return to a more measured, more dignified, more leisurely and selective standard of living. Even as one may safely foretell the return of this type of selling and buying, it is probably equally safe to assert that competition in this type of mer1930

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### THE UNITED STATES DAILY

### Has More Circulation West of the Alleghenies than the New York Times

THE UNITED STATES DAILY is the only single newspaper that can blanket X-CITY. Even the greatest metropolitan daily is weighted with local news that retards its even flow to the residents of X-CITY. THE UNITED STATES DAILY is a truly national newspaper. West of the Alleghenies it has 3,400 more subscribers every week day than the New York Times.

THE UNITED STATES DAILY has more than twice the circulation of the New York Times in Illinois, nearly 2½ times the circulation of the New York Times in Wisconsin. In blanketing X-CITY it covers the hearts of all the great cities of America.

The United States Paily



chandising will, possibly twelve to fifteen years from now, again bring about a reversion. But for the moment, it is safe to say that while price as a factor will not cease to be important, price alone is losing its importance, and known quality is coming forward again to take its place alongside of price.

And from a salesman's standpoint, the answer is: Salesmen must learn to know what they are selling and be able to discuss the subject intelligently. A highly prophetic announcement of this type a most significant example of the trend in this direction—is the announcement of Sprague, Warner & Company in one of their recent advertisements:

"Here and there food growers with the craftsman spirit are found, on the coffee plantations of Colombia, in the spice gardens of Araby, on the tea terraces of Ceylon, as well as in America. From these growers and their kind come the finest foods. We have dealt with generations of producers. We have combed the earth for more than sixty years to find foods that rate or higher, from tested sources-dependable in character. We have gathered more than 500 different foods that are available to

And a paragraph or two further along is this definite statement—this sturdy avowal of a principle of a control of a contro

"If you are not afraid of an added penny here or there, you will discover anew the pleasures of the table through acquaintance with our foods."

It was with great relish that I read and reread that bold, clear-cut statement. It stands out as a fifth ace in the deck for the salesman who sells this line. Of course, he must use it. Even as I write this, it is safe to say that buyers are saying to Sprague, Warner salesmen: "Your prices are out of line."

But very evidently the quality facts behind the story of the craftsman who produces the extra-good coffee bean on the Colombian hill-side have been supplied to each salesman and if he has studied his lesson in the 1930 brand of quality salesmanship, he can handle with

precision and accuracy and neatness that now trite excuse, "Your price is out of line."

And so, to sum up, we come to this conclusion: The salesman who is not to be the steady victim of the thoughtless statement, "Your price is out of line," must be well coached by a sales manager who can show him how to show the buyer that, far from being high, his price is really right and reasonable for what he has to sell—instead of a poor buy, actually an excellent one for the buyer.

### Dougan & Bolle, New Business at Chicago

at Chicago

James R. Dougan and T. B. H. Bolle
have formed a publishers' representative business under the name of Dougan
& Bolle, with offices at 230 East Ohio
Street, Chicago. They will handle trade
papers and general magazines. Mr.
Dougan was formerly general manager
and secretary of the Acme Cement
Plaster Company, and more recently,
a director of the Lincoln National Bank
and Trust Company, Lincoln, Nebr.
Mr. Bolle was formerly advertising
manager of the Puritan Malt Extract
Company, Chicago, and also advertising
manager of the Auto Truck Food Distributor, which has appointed the new
company as its representative.

company as its representative.
Food Chain Store has appointed Dougan & Bolle as its representatives in the Chicago territory.

### Julian Harris Appointed by Atlanta "Constitution"

Julian Harris, formerly State news editor of the Atlanta Constitution, has been appointed news director of that paper. He was formerly vice-oresident and editor of the Columbus, Ga., Enquirer-Sun, and before that, was with the old New York Herald and also the Paris edition of that paper.

### G. R. Dolberg Joins Miner Agency

Glenn R. Dolberg, formerly manager of radio station KHJ, Los Angeles, has joined the Dan B. Miner Company, advertising agency of that city. He will direct the radio activities of that agency.

### Appoints Millar Agency The Nourishine Manufacturing Company, Los Angeles, has appointed the Millar Advertising Agency, Inc., also of that city, to direct its advertising account. Newspapers are being used.

To Represent "Screen Mirror"
Milton R. Loewenthal has joined the
staff of Williams & Williams, New York,
publishers' representatives. He will represent Screen Mirror.

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#### THE UNITED STATES DAILY

## Has More Circulation in 37 States Than the Wall Street Journal

In the vast industrial and commercial empire west of the Alleghenies THE UNITED STATES DAILY has 10,000 more circulation than the Wall Street Journal. With the exception of New York, Connecticut and Pennsylvania, THE UNITED STATES DAILY has 2,400 more circulation east of the Alleghenies. THE UNITED STATES DAILY has more circulation than the Wall Street Journal in 37 states.

In either Illinois or New Jersey, THE UNITED STATES DAILY has twice the circulation of the Wall Street Journal. It has a larger A.B.C. circulation than any newspaper catering wholly to the national class market.

The United States Paily DOMINATES X-CITY



#### Don't Make Your Illustration Too Simple

Discussion of the Type of Picture in Which a Vast Amount of Technical
Detail and Story-Telling Interest Are Introduced

#### By W. Livingston Larned

"KEEP the illustration simple," is a cry often heard in any discussion of the pictorial embellishment of a campaign. "Use one figure, not several. Eliminate backgrounds and select the simplest subjects possible."

Advertisers are likely to be misled by such generalizations as this. They assume that every illustration must be boiled down to a highly concentrated essence. Some campaigns and some themes profit by this approach. Certain ideas can be visualized in this manner, but by no means all of them.

Perhaps the greatest fallacy of all is to insist that the reader will not "take the trouble to unscramble an illustration in which there is a considerable amount of detailed material, especially in the case of the background." These are theories and nothing more. Experience teaches that some of the most successful advertising pictures have been complex compositions, requiring several minutes, or more, to digest fully.

If the story on which the artist bases his illustration is inherently interesting, inquisitive and inquiring eyes are perfectly willing to examine the smallest incidents and the most complicated units of dis-

Here is an excellent example, the dissecting and analyzing of which should more clearly emphasize what is meant by a story-telling, "complicated" composition. It is an illustration for a Tarvia advertisement, a product used in road construction and surfacing. The advertiser has a story to tell which is complicated in itself, and demanded an illustration equally involved:

"20 miles by road . . . 1 hour by clock," is the headline and by way of further putting over a civic point, these lines are printed in italics directly beneath the picture: "A traffic-clogged road is a 20-mile road at best. If our 60-mile-an-hour cars are ever going to do even 40 as dependable running time, wider roads and



The Extra Pictorial Detail of the Town Below Adds to the Atmosphere of Chateau Frontenac

safer roads are the only possible solution."

The artist was called upon not to create an ingeniously simple picture, vigorously strong as to its visual carrying power, but a storytelling illustration, with the headline and sub-head inspiring every detailed line of it. In a desire to

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### There Is No Advertising Slump in X-CITY\*

That advertisers recognize this, is shown by the fact that advertising in THE UNITED STATES DAILY, during the twelve months since October 1, 1929, shows an increase of 24.3% over the twelve months preceding.

\*We have made a detailed survey of this market. It will be sent to Advertisers or Agents requesting on their letterhead, a copy of "X-Crrx."

The United States Paily



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#### CONCLUSIONS

- X-CITY residents are the Informed Leaders of the country. What they do affects the lives and actions of all classes of people in all other cities.
- 2. X-CITY residents are more homogeneous than the residents of the average city. They have more interests that are parallel. They use freely all the means of modern communication to keep them in touch. Having interests in so many different parts of the country they become citizens of the nation—and one national daily newspaper naturally becomes the dominant newspaper for them.
- 3. THE UNITED STATES DAILY is the hometown newspaper of X-CITY. 99½% carrier delivered, it is read every business day by more than 120,000 X-CITY residents.
- 4. X-CITY residents have a double buying capacity:
  - (A) As heads of families they dominate the buying in the most luxurious homes in the country and their money pays the bills.
  - (B) As heads of businesses they represent the final authority before which the great purchasing of business must pass in review for final okeh.



The United States Paily DOMINATES X-CITY

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5. Both as heads of comfortable families and as heads of businesses these residents of X-CITY are hard to get at through the ordinary channels. THE UNITED STATES DAILY—their home-town newspaper—gives them so definitely the kind of important news they want, that their demands today can only be met by sending them more than a million copies a month.

- Now for the first time you may have newspaper advertising space reaching exclusively the Informed Leaders of the country —the well-to-do homes—the larger businesses.
- 7. X-CITY'S market is a market of money and power. THE UNITED STATES DAILY is the only single newspaper dominating X-CITY.
- The New Economy.—The lowest milline rate for such a class market in the entire publishing field today.

The United States Paily dominates x-City





"A Traffic Clogged Road" Mentioned in the Headline of This Tarvia
Advertisement Demanded a Background of Episodic Detail

build "dominating" layouts, simplicity can be, and often is, taken too far. How much more important it is to create an illustration which presents a selling argument. Original compositions are desired, of course, but the idea of the advertisement should not suffer for mere physical form. That is the crux of the matter—salesmanship sacrificed for layout.

The picture, in this case, is literally packed with episodic detail, all of it interesting. In the foreground is an impatient motorist, hands on wheel, waiting for a signal from the traffic officer.

The center of vision is an important junction of two roads on the outskirts of a small town in the vacation zone. You see the main road running off over a hill into distant perspective. You see the motor car traffic on it, every tiny car perfect. You see the character of the country on either side of that highway. You see the wooden steps leading up an embankment to the tiny station of a railway. You see the road leading in from the opposite direction, and its complex traffic. You see a car making a slow right-hand turn, as the traffic policeman gives him the "go" signal. You see the characteristic "Corners" two-story frame houses,

the grocery shop and the gasoline station. You see the sign posts with their directions readable.

This is no picture which can be absorbed and its story digested at a single, cursory glance. You must study it and run your eye from point to point. But there is a singular willingness to do this, because of the excellence of the art and the abundance of familiar, informative "situation detail."

How could a "simple, hold illustration" get this same idea across and act as a living symbolization of the text? A thoughtless critic would say, as he turned the pages of the magazine: "Oh, that's all cluttered up. Too much in it. It lacks display strength."

Nonsense! In a very real sense, the Tarvia page is doubly appealing to the eye, because of its rich fund of incident. Almost every person who has ever driven an automobile will study the composition from end to end, placing himself in the midst of these traffic conditions and wondering what he would do under the same circumstances.

And how skilfully the artist has portrayed a scene which in turn voices a logical story: "Have you noticed that many of our automobile manufacturers now proudly ad-

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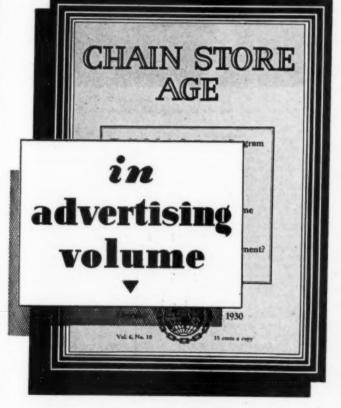
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## first—



CHAIN STORE AGE
93 Worth Street, New York City



The Tapestry These Gentlemen Are Observing Is What the Packard Copy Talks About—But the Observers Give Life to the Illustration

vertise that their cars are good at going slow?

"Throttles down to a crawl'—
'Three miles per hour in high'—'Wonderful in heavy traffic'—
vivid expressions of America's
thwarted desire for speed and opportunity to use it safely.

"Yet no country in the world is more 'sold' on the good roads ideal. Everybody believes in it. Two billion a year is spent on it. Two billion dollars—yet 83 per cent of our roads are still unimproved! Before we ask for 'more money for roads,' hadn't we better study the possibilities of 'more road for the money?'"

Picture and text, in this instance, unite in making the practically perfect selling message. And the illustration in a most satisfactory manner disproved the suggestion that an advertiser is never justified in using a complicated idea visualized in a detailed manner.

A close-up of one or two cars would not have told the same story. The complete panorama was absolutely essential. Detail, as such, is highly important on occasion and may be as interesting as it is involved.

Certain themes there are and copy suggestions which do not call for complex pictures and it would be just as unreasonable to load them up with involved layouts as to attempt to simplify a theme calling for almost diagrammatic illustrative material.

Where a picture is no more than a mere device for embellishing the space and serves very largely as an attention-compelling proposition, pure and simple, extreme simplicity is indeed a wished-for factor. And there are many campaigns asking no more than this of an illustration.

It becomes occasionally necessary, however, for the artist, as in the Tarvia example, to create a picture which deserves detailed study, scrutiny and an examination of sundry parts. It is just as well to remember that advertising is no longer a matter of guesswork as regards certain of its essentials.

Problems are put under the magnifying glass of specific tests. Points are brought to life which, interestingly enough, run definitely contrary to popular traditions. Advertisers in the mail-order field use small, congested, small-type displays which in every possible direction violate the set ideas of the theory-monger. Someone comes along, criticizes in no uncertain terms such "inartistic" and "difficult-to-read" advertisements, and sets out to prove to the advertiser.

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t 1 Twd "It pays to advertise" in a magazine with assured reader interest . . .

The Outlook is one of the three class weeklies which increased its circulation during the first six months of 1930. AVERAGE NET PAID JUNE, 1930:

85,536

### Rebecca West—the sul



We shall be pleased to send you a complete reprint of the first article contributed by Miss West. Simply write Advertising Department, The Outlook Company, 120 East 16th Street, New York City. wi

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"Rebe could ! She is of her

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## writer contributing to Outlook each week...

"She is noted in England, and beginning to be noticed in the United States as the enfant terrible of present-day letters. Famed as an extraordinarily readable and independent critic."

—Time

"No one can deny the brilliant sagacity of Miss Rebecca
West."

New York Times

"Rebecca West is a woman of genius. Nothing she writes could leave the reader cold whether in denial or agreement. She is one of the greatest controversialists and rhetoricians of her time."

—Sylvia Lynd

"Rebecca West is distinguished from many of her fellow writers, by her fanatical, inexorable, tireless chase after truth. She has a deep sense of beauty, of humor, of the richness of romance."

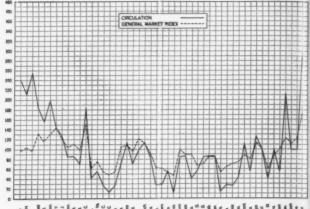
—G. B. Stern

"I enjoy Rebecca West's criticism more than it is safe in this temperate world to say." —Hugh Walpole

Intimate personally with most of the celebrities of London and Paris, possessing a keen wit and a knowledge of the sophisticated world of literature, politics and the stage, Rebecca West will contribute sketches of personal experiences in England and on the Continent, political and social ideas which come to the surface in Europe, personality portraits of men and women sufficiently in the public eye to be of international interest, a dash of literary and theatrical criticism and occasionally a glimpse of her own Pepys' diary as she feels it to be entertaining to American men and women.



A page advertisement in the Outlook costs about four mills (\$.004) for each subscriber! A survey made among these subscribers, May 1930, proves them to be a group of men and women in the upper levels of society who have the economic



Courtesy H. K. McCann Company

ability to buy whatever they need and want. The above chart compares the distribution of Outlook with the McCann General Market Index. It shows definitely that the greater proportion of this circulation is in the states with the highest purchasing power. The Outlook offers well-balanced distribution of your advertising to a quality market at a low cost. Our nearest representative will be pleased to tell you more about this market.

### OUTLOK and Independent

#### NEW YORK

The Outlook Company 120 East 16th St.

#### LOS ANGELES

Blanchard-Nichols-Coleman 742 South Hill St.

#### SEATTLE

Blanchard-Nichols-Coleman 1037 Henry Bldg.

#### CHICAGO

Powers & Stone 861 First Nat'l Bank Bldg.

#### SAN FRANCISCO

Blanchard-Nichols-Coleman Hunter-Dulin Bldg.

#### ATLANTA

Blanchard-Nichols-Coleman 408 Grant Bidg. 00

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that they cannot only be improved. but will produce more satisfactory

results.

New compositions are assembled. with better illustrations and a dozen or more layout niceties put to work, and the campaign is run. It is disconcerting to find that the old, crowded and inartistic advertisement "pulls" far better. One national advertiser, in the

case of expensive, large-space campaigns in national mediums, makes up each complete page and invites the mixed criticisms and opinions of something like 1,400 employees, from the lowliest to the more important department heads.

One such search for the truth about advertising disclosed that the average individual is by no means influenced negatively by so-called complicated illustrations, made up of a great many individual zones

of pictorial interest.

Where the design was of such a character that it required real study and several minutes of examination, the appeal was stronger than in the case of flash-in-the-pan subjects, so simplified that a single head or a dominating foreground unit practically constituted the entire illustration.

Such pictures apparently give the reader "something to do." are elements to examine and reason out and numerous vivid little flashes of individual consideration.

Tests went to show that illustrations remembered the longest, and apparently making the deepest impressions, were not the merely superficial subjects making a strong bid for compositional display, but the "meaty" themes with a great deal to discover and to dissect.

An advertiser of a household appliance has found that his most illustrations have been those packed with background accessories. Where a picture, for example, featured the product against simple, flat tones of color or of gray, the reader interest was apparently less than when interiors of beautifully appointed rooms vied with the appliance itself for attention.

There are rules which determine why "heavy" compositions are legitimate, and why there need be no possible fear of this departure

from the ancient tradition-and the modern one, for that matter-that no illustration is a good one if it is not absolutely simple.

Tell your picture story, regard-less of how many figures are required or how many accessories seem to clutter the composition. Nothing can be more important than telling the story.

Eliminate no detail from an illustration if that part enters into the spirit of the text and the point

to be made.

Do not introduce detail for the mere sake of filling out a corner or completing a panorama. Everything in an illustration should belong there because of the narrational value. If an argument demands showing a vast crowd of people, do not assume that a closeup of a few persons running out of the composition will create the same impression as hundreds.

In other words, nothing can take the place of detail when the specifications of headline and text actually call for detail. I rest my case on the thoroughly characteristic Tarvia page. It violates, appar-ently, every known rule of that which is simple, strong, easily assimilated, according to the familiar traditions, yet it is a fine selling illustration for the purpose' for which it is employed.

#### M. E. Cramer with Standard Farm Papers

Mark E. Cramer, formerly in charge of research with the Progressive Farmer and Farm Momes, Birmingham, Ala., has joined the Standard Farm Papers, Inc., Chicago. He will be in charge of the Northwest territory. He was, at one time, advertising manager of the Mason City Brick & Tile Company, Mason City, Iowa.

#### R. A. Phelps to Direct Clinton Carpet Advertising

A. Phelps, formerly assistant advertising manager of the Albert Pick-Barth Company, Inc., Chicago, has been appointed advertising manager of the Clinton Carpet Company, also of that

Joins World Wide Advertising George E. Woelxen, formerly with Perine & Company, New York, has joined the World Wide Advertising Corporation, also of that city, as trea-

#### Modern Art—Its Genesis and Destination

Return of Realism Presents New Opportunities to Art Directors

#### By Nathaniel Pousette-Dart

IN the last ten years, we have watched advertising illustration develop from a rudimentary and academic commercial art to its present status where it hints at becoming an art that is genuinely

significant.

English art, through its American admirers, Howard Pyle, Edwin Abbey and Harvey Dunn, built up traditions which dominated the first five years of this development. At the end of that period, the experiments and creations of modern artists commenced to filter into the advertising field and to have their effect. This modern influence on advertising art is mostly foreign in its origin, coming principally from Germany and from France. In mentioning Germany, I mean to include Austria.

The influence that Germany has exerted is mostly in the direction of applied design. France also has done much to develop our sense of design, but her most valuable contribution has been the inspiration in painting which she has given us.

Now, let us see what German design, intellectual in its origin, and French painting, emotionally creative in source, have meant in relation to our own advance in

aesthetic expression.

Germany, having sensed her spiritual and physical relationship to Egypt, has borrowed heavily from her. Germany's feeling for simplicity, directness, endurance and the elemental shows her spiritual nearness to Egypt. qualities have made her poster art what it is; and have helped to create what we style modern design. In this country, we are inclined to think that modern design in furniture and architecture is a development of the last few years. On the contrary, it had received recognition in Berlin and Vienna as early as 1900.

In France, we see the culmination of the great modern school of creative painting which had its inception in Italy and Spain, but which also received great inspiration from the arts and primitive people. The artists who have been leaders in this movement have been primarily interested in free crea-

tion and organization.

From European designers we have taken the conceptual principle that basic use or purpose must be the governing principle of any final form of art expression. From European painters we have learned to see in a pre-creative way, to look upon nature not as an end in itself; but merely as a means to the end of creating rhythmic organizations, which in their turn, have the power to create strong emotional reactions.

Now, where does our own distinctive contribution come in? The spirit of modernity includes honesty and the ability to organize. These two qualities are leading us toward a greater interest in fundamentals. This is not a period of useless embellishment. Every created thing must have a purpose and a meaning. People are taking a constantly growing interest in fundamental subjects of every kind. Books on topics that have heretofore held no interest for the general public are becoming best sell-

Advertising has, undoubtedly, played a part in selling books of this character to the public, but, if the people had not been ready for this advancement, such advertising would have been ineffective. People everywhere are acquiring more leisure; and this fact alone is largely responsible for the changes that are being wrought in the instruments of culture. Educators

Rep

From a speech made this week before the Art Directors' Club of Philadelphia.

## The Gold Dust Twins And The Campbell Kid Select THE JOURNAL ALONE IN PORTLAND



Invited into 3 out of every 4 Portland homes by Journal subscribers! Campbell's Soup, Gold Dust, Simmons Beds and many other advertisers select The Journal alone to sell their products in the Portland market. They know that the newspaper preferred in 3 out of every 4 homes influences the buying habits of Portlanders.

Preferred by advertisers and by readers . . . the Journal leads all Portland papers with thousands more daily subscribers in Portland's trading territory . . . with thousands more inches of display advertising . . . with nearly twice as much food advertising as any other Portland newspaper.

The First Buy in Portland!

## THE JOURNAL

AFTERNOON PORTLAND OREGON

Represented nationally by REYNOLDS-FITZGERALD, Inc., 2 West 45th St., New York; 203 North Wabash Ave., Chicago; 58 Sutter St., San Francisco; 117 West Ninth St., Los Angeles; 1824 Chestnut St., Philadelphia; 306 Journal Bldg., Portland. Seattle representative, H. R. Ferriss, 3322 White Building.

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are studiously devising ways and means whereby they may condition young people for the increasing leisure which is bound to follow the rapid development of science. Already the trade-unions are talking about a five-hour day. And when it comes, workers everywhere will turn to the arts for self-development and enjoyment. The increased interest in the arts is responsible for the improvement in taste that is everywhere evident.

Can the advertising man or the art director afford to disregard this widespread evidence of a greater interest on the part of people in general in the finer and more sincere things of life? I think not. Already, some of our national advertisers have felt the force of this interest when they have tried to disregard it, or to go against it.

The intelligent advertising man and the intelligent advertiser, in-stead of trying to retard this growth, are trying in every way to help it along. It is a significant fact that some of the best advertising agencies are establishing art galleries of their own for showing not only the best advertising art, but also the work of the best modern painters. We have noticed also that the art director and the visualizer are becoming seriously interested in creating art for themselves. Artists in two advertising agencies have recently held exhibitions of meritorious work.

Young people like modern art because it is their natural mode of expression. They want to live with it; and so we find parents all over the country re-decorating their homes in the modern spirit. Advertisers who are thinking of tomorrow's sales must consider the attitude of the young.

The widespread interest in modern art is causing a greater emphasis to be placed upon design, structure and organization. Illustrators find that if they wish to compete with photographers, and hold their own, they must make their work more realistic, better organized and more powerful.

They must stop making tricky and clever arrangements of shapes, and portrayals of people who are merely dummies, lack in truth, and life.

Realism is returning again to advertising, but it is a new type of realism. The old photographic, naturalistic, literary variety of English tradition has gone forever. The return of realism will not rule out abstract painting or design, however. Any vital mode of expression is good if it fulfills the demands of the times.

An increased public interest in art makes the art director's work both pleasanter and more difficult. For the first time in history we can legitimately combine business and art. If the art directors are to continue to be leaders in the future, they must develop their pre-vision. They must be thoroughly conversant with the arts of the past and of the present, so as to be able to solve ably the problems of the future.

America stands in an enviable position, because the next great art development is almost certain to take place in this country. Have we, as art directors, the vision and the courage to make the most out of this great opportunity? Napoleon said, "Imagination creates everything..." Then, let us try through our imagination to create an advertising art that is beautifully organized in line, color. structure and form, and that will have balance, harmony, and rhythm of such a high order that it will hold its place beside the fine art of all time. For if we succeed in doing this, we shall sell merchandise to an enlightened people.

#### "Metal Progress," New Magazine

Metal Progress is the name of a new technical magazine, published by the American Society for Steel Treating. Cleveland. The new magazine is the successor to Transactions, a monthly magazine published by the American Society for Steel Treating since 1920.

#### George Reimold with Western Newspaper Union

George Reimold, production manager of C. C. Winningham, Inc., Detroit advertising agency, for the last five years, has joined the Detroit office of the Western Newspaper Union as sales representative.

## Philadelphia "Institution"—



#### MRS. ANNA B. SCOTT

Every Wednesday at 2 P.M. throughout the fall, winter and spring of 1930-'31, in the auditorium of The Philadelphia Inquirer, a motherly, sweet-faced woman will advance to the center of the stage upon which there is a complete, modern kitchen.

She is Mrs. Anna B. Scott, The Inquirer's food expert and demonstrator. Facing her there will be an audience of from 600 to 900 Philadelphia housewives-purchasing agents whose annual food expenditures aggregate thousands of dollars.

Here, it may truly be said, advertisers are offered that priceless contact with women of the home that means so much in building acceptance and sales.

Now in her fourth year with this newspaper, Mrs. Scott, supported by the power and prestige of The Philadelphia Inquirer, offers food advertisers an opportunity in America's third greatest market that is both unique and effective.

Write or Wire for Complete Details

#### The Philadelphia Inquirer

Branch Offices NEW YORK-285 Madison Avenue

SAN FRANCISCO Thes. L. Emery Russ Building

DETROIT
John B. Woodward
6-255 General Motors Bldg.

CHICAGO
John B. Woodward
340 N. Michigan Av.

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### ORGANIZING

for 1931 selling in

#### Here-

is how your sales are made

#### THE SALE

of a building product is made through 3 avenues of approach

#### ADVERTISING CATALOGUES SALES CALLS

Directed to 3 buying factors

- 1. Architects and allied engineers
- 2. General Building Contractors and important subcontractors
- 3. Owners

The highest efficiency of the selling machinery is achieved by coordinating these 3 methods of approach to these 3 factors, with accurate TIMING for each part of the machine.

#### -and here

is the way the Dodge Group operates to build sales for building products

#### PRIMARY BUILDING MARKET

F. W. Dodge Corporation announces improved machinery to build sales -two notable advances in rounding out the Dodge group—and the new DODGE MARKETING TEST.

TO MEET building-product manufacturers' insistent demand for more thorough and more economical sales procedure in 1931, two notable service developments have been perfected and added to the Dodge Group this year:

#### 3 Means of Approach **Buying Factors**

First Buying Factor **Architects and Engineers** 

First Means of Approach

#### ADVERTISING

(Magazine and Direct)

Display advertising in The Architectural Record utilizes the commanding lead of this magazine in architect and engineer circulation and its leadership in architectural thought, to bring your sales meant actively interested in news of design and of building products. CODED DODGE REPORTS offer a system for increasing returns from direct advertising by timing mailings to reach architects preparation of specifications on particular projects.

Second Means of Approach

#### CATALOGUES

By filing their complete catalogues in Sweet's Architectural Catalogues, manufacturers get them used by all architects and engineers in the active practice of designing buildings of all types, at all stages of planning and preparing specifications, at the exact TIMES when selections of building products are made. By filing in Sweet's Engineering Catalogues their course of the c

Third Means of Approach

SALES CALLS

Salesmen's calls are directed and timed by Dodge Reports to coin-cide with definite planning, speci-fying or approving of selection of materials and services on par-ticular projects. Sales expense radically reduced.

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3, 1930

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The wasted effort of random calls on general building contractors and subcontractors is eliminated by using Dodge Reports to TIME salesmen's calls to coincide with definite stages of preparation of buying schedules.

Owners—including those in the market ONCE, OCCASIONAL. LY or FREQUENTLY—can be systematically reached by sales market by following Dodge Benerical. Reports.

1. The CODING SYSTEM, as applied to Dodge Reports, enabling manufacturers to TIME direct advertising and sales calls and so eliminate waste and lost motion.

2. "GENERAL BUILDING CONTRACTOR"—the new monthly magazine, the only one published exclusively in the interests of general building contractors who work from architects' and engineers' plans.

These service additions reinforce and round out the Dodge Group of Publications and Services, which provide manufacturers with the most efficient means of concentrating their advertising and sales efforts on their active primary building market prospects every day in the year-with dominating coverage of each-with precision—without waste—with greatest possible economy.

The completeness and efficiency of the Dodge Group arise from the fact that they have grown out of 40 years of daily personal contact with buying factors in the building field. Personal knowledge of the active buying factors tells us where to sell magazine subscriptions, make catalogue distributions, and direct manufacturers' selling efforts (by mail and sales calls) to the right prospects at the right time.

The new DODGE MARKETING TEST demonstrates the way the Dodge Group has built—by perfecting and synchronizing its various parts—an efficient machine for selling building products to the primary building market. More important, however, than this is the opportunity for the building-product manufacturer to use the DODGE MARKETING TEST for a precision check of his own sales plan—an opportunity to use the results of our experience for gearing and timing his own sales machinery to meet, by the most economical means, the exigencies of building market selling in 1931.

Third Buying Factor

Owners

The problem of advertising with-

The problem of advertising without waste to owners hinge on selecting prospects who are definitely in the market at a given time; most proper to the proper

#### Second Buying Factor **General Building Contractors** and important subcontractors

Display advertising in GENERAL BUILDING CONTRACTOR utilizes the only existing medium edited exclusively for the 7000 contractors who work from arching your sales message to them when they are actively interested in construction problems and building products. ing products.
CODED DODGE REPORTS

offer a system of direct advertising TIMED to reach general building contractors and important sub-contractors at definite stages of selecting and buying for particular

Filing complete catalogues in Sweet's Architectural Catalogues sets them used in the offices of leading general building contraction of the state of

Prospective owners on all types of buildings who are active buying factors ONCE or OCCASION-ALLV are covered through the use of individually-bound preprints or reprints of manufacturer cata-logues printed by Sweet's Cata-logue where the control decliver a logue where the control decliver of the through the control of the control of the Reports.

them with the aid of Coded Dodge Reports.
Owners who build frequently and may be active buying influ-ence AT ANY TIME are covered by manufacturers' catalogues filed in Sweet's Architectural Cata-logues. Owners whose buying of building products and equipment for industrial plants is a regular for industrial plants is a regular special plants of the control of the Sweet's Engineering Cata-logues. logues.

If you sell in the **building field** 

#### ASK DODGE

for market information and the complete details of the Dodge Marketing Test. Address requests to F. W. Dodge Corporation, 119 West 40th Street. New York, N. Y.

.w. DODGE

One need not wander far afield to find the explanation. In fact, the journey of discovery need go no further than Section 5 of the Trade-Mark Act of 1905. This section contains the following gen-

eral provision:

"No mark which consists merely in the name of an individual, firm, corporation or association . . . shall be registered under the terms of

this act.'

That is the general provision of the section. However, like most general provisions it has exceptions. In this case, one exception provides that a name of the sort referred to may be registered provided it is written, printed, impressed or woven in some particular or distinctive manner. It is also provided that one may register any mark used by the applicant which was actually and exclusively used as a trade-mark of the applicant for ten years preceding February 20, 1905. Almost any slogan, device or words may, if used exclusively by a person, firm or corporation in trade for a long enough period, attain a secondary significance and serve as a trademark, but unless such slogan, device or word escapes the prohibitions of the trade-mark statutes, it cannot be registered.

Two manufacturers who recently collided with the general provision just mentioned and its exception found, to their sorrow, that the exception is interpreted rather literally by the Patent Office. In other words, these two manufacturers were refused registration of their surnames because, in the opinion of the Patent Office officials, their names were not "written, printed, impressed or woven in some particular or distinctive

manner.'

One of the manufacturers, operating under the name of Walter F. Fry, had applied for registration of the surname "Fry," partially enclosed in a bracket. It is printed in black and the name commences with a capital "F," followed by a capital "R" and a small "y," the top of the "F" extending over the letters "R" and "y." The applicant contended that this arrangement provided the necessary distinctiveness. The Patent Office decided otherwise.

Said the Commissioner of Patents, before whom the case came

on appeal:

"The word 'Fry' is the dominant characteristic of the applicant's mark. The manner in which the name is displayed would not be apt to attract the attention of the ordinary observer and would certainly not outweigh the significance of the name. The mark clearly would not distinguish the applicant's goods from like goods of other persons having the name 'Fry.'

The Nisley Shoe Company was the applicant in the second case. It had applied for registration of the surname "Nisley's" as used on shoes, hosiery and shoe polish. The Commissioner of Patents again deciding the case on appeal

-ruled:

"I am of the opinion that the word 'Nisley's' is not printed in such a particular or distinctive manner as would justify the registration of such word as a trademark. The governing principle in such cases is stated in Artesian Mfg. Co. (166 O.G. 988; 37 App. D.C. 113; 1911 C.D. 344) as follows:

Oth

It is believed that the controlling principle underlying the requirement of the statute that a merc name, unless written or printed in a distinctive manner may not be registered, is that the distinctive manner in which the name is displayed must be of a character as to give such a distinct impression to the eye of the ordinary observer as to outweigh the significance of the mere name.

"To the same effect is the de-

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That great market in the heart of "Dixie Land," known as the Mid-South, is reached most effectually and most economically by concentrating your advertising efforts in The Appeal Papers in Memphis.

Many of the most astute national advertisers know this very well, as is evidenced by the comparative national lineage in Memphis newspapers for the first 9 months of 1930:

National lineage 6 days a week	Jan. to Oct. 1929	Same period 1930	Gain	Loss
The Commercial Appeal	1,630,209	1,733,718	103,509	
Memphis Evening Appeal1,858,731		1,868,881	10,150	
Other Afternoon Paper	1,217,237	1,109,619		107,618

#### THE COMMERCIAL APPEAL

#### THE MEMPHIS EVENING APPEAL

Covers the Mid-South

MEMPHIS "DOWN IN DIXIE"

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## Who cares about keg



#### A RHYTHM OF COLOR FOR THE TABLE BEAUTIFUL!





The Samuel C. Croot Company, offers a specialized service of principals whose entire business experience has been devoted to the solution of advertising and sales problems. They number among their clients some of the oldest and most successful firms in America.

3. 1030

TIFULI

## keig up with the Joneses, here the Astorbilts set the style?

THERE are hundreds of thousands of people in the United States who care nothing about keeping up with the Joneses. They're beyond that. They're interested in what the Astorbilts are doing - and their position, good taste, and appreciation of the finer things in life makes them logical prospects for many of the luxuries our wealthiest families enjoy. "A minority", you say? Well, it's a most important minority as far as some products are concerned. Within this numerically small, but financially mighty, stratum of millionaires and sub-millionaires lies the market for SPODE . . . that fine English China which for 150 years has graced the world's finest tables. Our advertising for Copeland & Thompson, Inc.—American Importers of SPODE—has consistently played up the elegance, prestige, and social prominence of this aristocrat of tablewares. "Who cares about such a 'high hat' appeal?" The answer is:-"Those who are the logical prospects for such fine china as Spode." Results have proved that beyond quibble or question. Whether your product is class or mass, you can depend on us to apply selling sense to your advertising problem.



el C. Croot rR. Anderson

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**Advertising** 

Robert M. Ferns Stanley Gibson

28 West 44th Street, New York City

Telephone BRYunt 2588

cision in ex parte Mark Cross Co. (102 O.G. 622; 1903 C.D. 23) in which it was stated that, in order for a name to be registrable as a trade-mark, the peculiarities of the expression of the name must so far transcend the mere name that the peculiarities, and not the name, become the significant and striking elements which affect the mind when the word is considered."

Of course, when one is dealing with such intangibles as the "impression to the eye of the ordinary observer" one is concerned with matters that are difficult to weigh. Consequently, the decisions of the Patent Office and of the courts on this matter of surname registradisplay bility undoubtedly shadings of differences that are difficult, if not impossible, to fol-Nevertheless, these cases are valuable if for no other reason than the unmistakable manner in which they point to the importance of using every known device to make a surname distinctive, if one intends using it as a trade-mark.

#### Best from Any Source

James Advertising Agency, Inc. Mercedes, Tex., Oct. 13, 1930.

Editor of PRINTERS' INK:

We are returning today your file on community advertising, and I want to express my sincere appreciation of your kindness in sending us these data, which made by far the most valuable information that we received from any source on the subject.

R. J. MEEKER, President.

#### Appoints Norris-Patterson

The J. C. McLaren Belting Company, Ltd., Montreal, manufacturer of leather belting and Canadian agent for Fedora brake linings and clutch facings, has appointed the Montreal office of Norris-Patterson, Ltd., Toronto advertising agency, to direct its advertising account. Class papers will be used.

Appoint E. H. Brown Agency
The E. H. Brown Advertising Agency,
Chicago, has been appointed to direct

Chicago, has been appointed to direct the advertising account of the United Blade Sales Agency and the Fort Dearborn Mills, both of that city.

Joins F. E. M. Cole

Mrs. Monica Morrison, formerly with the Western sales staff, at Chicago, of Modern Priscilla, has joined F. E. M. Cole, Inc., of that city, publishers' representative.

#### Changes on Yakima "Republic" and "Herald"

Seymour O. Spring, formerly national manager of the Yakima, Wash, Republic and Herald, has been appointed promotion manager. Leo H. Beckley, formerly classified manager, has been made national manager and Walden M. Burtner has been appointed classified manager.

manager. Elwood F. Enke, formerly a member of the display staff of the Yakima Herald, has joined the special copy department of the Republic and Herald. Dawson M. Funk, formerly with the Walla Walla, Wash, Union, has joined the display staff of the Yakima Herald.

#### Death of Mrs. Kuderling

Mrs. Mary Baker Maguire Kuderling, founder and managing owner of the Advertising Record Company, advertising statistical concern of Chicago and New York, died at Chicago last week. She was fifty-five years old.

was nity-hve years old.

The company was established in 1910 for the measurement of advertising space in publications and Mrs. Kuderling had been active in its management until recently. She had previously been secretary to the late United States Senator Medill McCormick, of the Chicago Tribune. She was, at one time, an auditor for that newspaper.

#### Northwest Cities Plan to Continue Campaign

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Plans are being made to continue the community advertising campaign of the Northwest cities belonging to the Puget Sounders and British Columbians Associated. The new campaign would get under way early in the spring. An expenditure of \$440,020, to be used for magazine and newspaper advertising is suggested in the report of Charles E. Johns, of the Seattle Chamber of Commerce, secretary-treasurer of the association.

#### Thompson Specialties to Remington

The Thompson Specialties, Inc., Springfield, Mass., automotive chemical specialties, has appointed Wm. B. Renington, Inc., advertising agency of that city, to direct its advertising account. Newspaper and radio advertising will be used.

Appoints Cole's, Inc.

Heston & Anderson, Fairfield, Iowa manufacturer of portable bench woodworking machines, has appointed Cole's, Inc., Des Moines advertising agency, to direct its advertising account. Magazines and business papers will be used.

#### R. E. Johnston with Emery Agency

Ralph E. Johnston has joined the Emery Advertising Company, St. Louis, as an account executive. 3, 1030

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### Perhaps You're Missing Something?

NOST often after their M first experience with Criterion (3 sheet) Posters, users wonder why they hadn't known about them before.

Perhaps you're missing something also? Something that, unaided or in combination with other media, can definitely and positively make sales over dealers' counters, increase distribution, create dealer enthusiasm?



Criterion Posters are placed on the side wall of or near your dealer's store. Full color, eight feet high, in a handsome metal frame at eye level they are something the consumer must see as she passes.

#### CRITERION SERVICE

The only original and only uniform National Service of 3-sheet Neighborhood Posting

Our records of definite and traceable results are very convincing.

Will you listen?



CRITERION SERVICE, Graybar Building, New York

Please send your portfolio.

Company-

Title-

Street\_

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## Predictions may bent Facts areco

"Sales of Good Luck Jar Rubbers for the month of September, 1930, compared with the same period a year ago, show an actual increase of more than 100%."

> —Says our client, Boston Woven Hose & Rubber Co. Mechanical Rubber Goods.

"Our sales for September, 1930, compared with September, 1929, show an increase of 13%. During June, July and August more advertising appeared over the Dutton imprint than that of any other publisher."

-Says our client, E. P. Dutton & Co., Inc. Books.

"Our sales of Ready-to-Fry Cod Fish Cakes for September, 1930, are ahead of the corresponding period last year."

—Says our client, Gorton-Pew Fisheries. Canned and Packaged Fish.

### CHURCHILL

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Member American Association Adv

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## reconclusive!

"Flako shows a sales increase for September, 1930, over September, 1929, of 45%. We have shown an increase every month except one."

—Says our client, Flako Products Corp. Flako Prepared Pie Crust.

"September registered not only an increase over August, but a higher rate of increase than was shown in September, 1929, over the preceding August."

-Says our client, The Warren Featherbone Co. Home Sewing Nations.

"Sales for September, 1930, compared with September, 1929, show an increase of 15%."

-Says our client, Knapp Electric (Div. of P. R. Mallory & Co., Inc.) Toys.

■ GOSSIP NOTE: Our conception of advertising is to deal only with facts.

LHALL, Inc. H.B.Le Quatte President

AREVEW YORK CITY

ociation Advertising Agencies

#### Queer By-Products of Advertising

MACKENZIE, GOLDBACK AND BERDAN, INC.

Editor of PRINTERS' INK:

At your early convenience will you let me know whether a certain article appeared in Printers' IN. recently having to do with a large number of inquiries received by the Armstrong Cork Company in consequence of the picturing of a boy's room with a nautical flavor in its decorations?

It is my recollection that I read this particular article in the WEEKLY but I am not certain.

EBEN J. MACKENZIE.

COME years ago one of the Slarge silverware manufacturers featured a complete set of a special pattern in its national advertising. The set had been arranged in artistic form on a fashionable mahogany sideboard. The caption of the advertisement read to the effect that such an elaborate set, including the sideboard, would cost nearly \$2,000. This particular advertisement was hardly different from others that had been used in the company's campaign, but it did attract one reader's attention. She lived in a Mid-Western town where the company was not represented. She wrote the company enclosing the advertisement and her check for \$2,000 with this notation. "Please duplicate and send to -

When the first throes of astonishment had subsided, the advertising manager scouted around, bought sideboard, furnished it and shipped the completed set.

It is a company policy to credit all retailers with mail-order sales made in their localities. Therefore, the company selected the best rated retailer in that town and sent him a check amounting to the difference between the manufacturer's and the retail price-just a few hundred dollars. Needless to say that retailer carries no other brand.

That story is true. We have seen Photostat copies of the advertisement and correspondence.

A less dramatic result of one advertisement is that which Mr. Mac-

#### RADIO

No. 12

#### WHO?

A tire company sent questionaires to dealers selling \$50,000 or more of their products a year. These dealers were asked what form of national advertising was most helpful to them. Radio was favored five to one over the next most popular medium.

The complete story may be secured from

#### SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

Chrysler Building, New York

Chicago Philadelphia Detroit

Dailas Boston

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# Copy in

Agencies we have been privileged to serve:

AMSTERDAM AGENCY, INC. BENTON & BOWLES CECIL, WARWICK & CECIL, INC.

CENTRAL ADVER. SERVICE, INC. DYER-ENZINGER CO., INC.

ERWIN, WASEY & COMPANY,
INC.
FEDERAL ADVERTISING

Agency, Inc.
Leon A. Friedman
GLICKSMAN ADVERTISING
COMPANY, INC.

GOTHAM ADVER. CO.
CHAS. C. GREEN ADVER.
AGENCY, INC.
RUDOLPH GUENTHER-

RUSSELL LAW, INC. HOMMANN, TARCHER & SHELDON, INC. CHARLES W. HOYT CO., INC.

FRANK KIERNAN & CO.
McMullen, Sterling &
Chalfant, Inc.
Menken Advertising, Inc.
The Miller Agency Co.,

MITCHELL-FAUST-DICKSON & WIELAND, INC.,
CHICAGO
MOSER & COTINS, BROWN &
1 VON INC.
NEWELL-EMMETT COMPANY,

TOLEDO

Northeastern Advertising Agency, Inc., Lynn,

Mass.

Mass.

Mass.

Mass.

W. W. Sharpe & Co.

W. A. Shaughnessy & Co.

Small, Lowell & Seiffer,

Inc.

J. Walter Thompson Co.,

Inc.

United Advertising
Agency, Inc.
Addison Vars, Inc.
Young & Rubicam, Inc.

It is more than language. Copy to be really "Jewish," in word and spirit, must be conceived in a deep and intimate understanding of the Jewish mind . . . its point of view, its historical, social and economic background. "Jewish" copy must be written in the living idiom of the racy, pithy, colorful language known as "Yiddish."

The copy men of the Keilson & Waxelbaum organization received their training in Jewish journalism—the most exacting school of the Yiddish language. Combined with practical merchandising experience, these men have written Jewish copy that has been the basis of success of scores of national advertisers in this special field.

May we send you our booklet, "A Great World in the Palm of the Hand"?

Keilson & Waxelbaum, Inc.

Publishers' Representatives

205 East 42nd St., New York City Telephone: VANderbilt 5825

A complete advertising and merchandising organization representing Jewish newspapers exclusively



75th ANNIVERSARY NUMBER NOVEMBER 20th, 1930

## THEY SEEM FUNNY NOW!

SOME OF THESE OLD ADVERTISEMENTS
WHICH APPEARED YEARS AGO IN

#### THE IRON AGE

(WHEN IT WAS ALSO A HARDWARE PAPER)

#### SEEM FUNNY TO US NOW

#### PERHAPS THEY WERE INTENDED TO BE AMUSING THEN

A T least we may be sure that they were the result of an attempt to produce something "different"; to get away from the monotonous cards and announcements of the period; to put "human interest" in the copy.

In this enlightened age we are apt to smile at these early efforts. But remember, that was before the days of half tones and the linotype and they did not have the means to achieve the effects we get today.

It's all a question of perspective and point of view. When these advertisements were published they were worrying about overproduction. We laugh at those early fears, but they were serious then.

On the other hand they would have laughed at the man who talked about electric lights and electric railways, of traveling in "horseless carriages" and through the air. They would regard as a wild dreamer the one who predicted communication with ships at sea, pictures that moved and spoke. For that matter, as late

as 1902 Mr. Durant was regarded as a wild visionary when he predicted that it would not be long before this country would be manufacturing 500,000 cars a year.

So it is unsafe to place a limit on the future. But we can look ahead now with more assurance than we could before. Our background is sufficient, if we use it properly, to enable us to look forward quite clearly to the future. We have enough points on the curve of past progress to enable us to confidently project it forward.

The Iron Age is going to make its 75th Anniversary Number (November 20, 1930) just such a projection. This issue will really be a huge chart of industrial progress, with events spotted to form a perspective for looking into the future.

It will be possible for those who care to do so, to participate in this number for the purpose of showing the part which their plants and products have played and will play in the march of industrial progress.



#### Mass Selling to Keep Abreast of Mass Production

As in the case of mass production—mass selling is much faster and cheaper. The Denney Advertag, attached to each product you sell, creates mass sales. It attracts the eye, identifies your product, and suggests uses and values that make the sale.

The Advertag finds many buyers among those who would otherwise only have taken a look and passed by. Send us the information to work from and our experts will design a free sample Advertag for your needs.

Denney also makes every other kind of tag.

The Denney Tag Company West Chester, Penna.

#### DENNEY ADVERTAGS

Kenzie read in PRINTERS' INK MONTHLY for September. In the Armstrong Cork Company's advertising of linoleum designs are illustrations of imaginary rooms, rooms not actually in existence but depicted by the artistic mind. One of them showed a boy's room with bunk beds and a cutout compass design linoleum floor with all kinds of nautical accessories. So many inquiries came in requesting the plans for such a room that the company was obliged to prepare blueprints showing the various specifications for the bunk beds, floor plan and wall elevations.

Both experiences prove that the advertising was read. And even though extra effort was necessary to fulfil these requests, undoubtedly it has been doubly repaid. Armstrong says: "Just how many bunk beds have been built as the result of our picture we can't tell—probably more beds than compass cutout linoleum floors. Nevertheless, we are not down-hearted about that. Our page was seen and countless people made keenly conscious that a linoleum floor can be a mighty fascinating affair."

The moral for advertisers seems to be, if any: No matter how silly a consumer's request may sound, if possible fulfil it. At least handle it diplomatically. For there is nothing harder to curb than an ambassador of ill-will. — [Ed. PRINTERS' INK.

#### L. L. Finkel Has Own Business

Lester Lewis Finkel, for the last five years in charge of direct dealer sales promotion for the Macfadden Publications, Inc., has formed his own publishing and distributing business with offices at 131-133 Glenwood Avenue, Jersey City, N. J.

#### Joins F. W. Dodge Corpora-

Alexander A. Schwarz has joined the F. W. Dodge Corporation, New York, as advertising salesman for the Real Estate Record & Builders' Guide.

#### Appoints Boston Agency

Miss Creed, Boston, maternity apparel, has appointed The Mitchell Company, advertising agency of that city, to direct her advertising account. Magazines will be used.

INK n the dver-

, 1930

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Oct. 23, 1930

### To Represent MacLean Publications in Montreal

E. B. Harshaw, for some years business manager of the Goblin, Montreal, has been appointed representative in the Montreal territory for MacLeun's Magazine. Roland W. Matthews, for the last two years sales manager of the Brandow Publishing Company, Montreal, has been appointed expresentative in that has been appointed representative in that territory of *The Chatelaine*, also pub-lished by The MacLean Publishing Com-

pany, Ltd.
L. H. Meyer, for seven years manager in the Montreal territory of both magazines, has resigned to enter business for himself as Montreal agent for Gra-

ham motor cars.

### W. H. Blinn Again Heads Florida Newspaper Group

W. H. Blinn, advertising manager of the Miami News, has been re-elected president of the Florida Newspaper Ad-vertising Executives Association. John Othen, advertising manager of the Jack-sonville Journal, was made first vice-president and Truman Green, advertising manager of the Tampa Tribnne, second vice-president. V. J. Obenauer, adver-tising manager of the St. Petersburg Timez, was elected secretary-treasurer. Times, was elected secretary-treasurer.

### Joins Williamson Advertising Service

Arthur J. Reinschreiber, recently general sales manager of the Kanney System, Inc., Michigan City, Ind., and formerly assistant national sales manager of the Western Division, at Chicago, of the General Outdoor Advertising Company, has been appointed general sales manager of W. F. Williamson Advertising Service, Chicago, national outdoor advertising.

Utility Group Appoints Clyde Ennis

Clyde Ennis, director of advertising and publicity of the Southern Natural Gas Corporation, Birmingham, Ala., has been appointed chairman of the public relations committee of the Southern Gas Association, which is affiliated with the American Gas Association.

H. R. Paxton with Service Printing Company

H. R. Paxton, recently with the John Baumgarth Company, South Bend, Ind., advertising service and printing, has joined the Service Printing Company, also of South Bend, as vice-president and sales manager.

### N. P. Poynter with Cleveland "Press"

Nelson P. Poynter, recently of the St. Petersburg Times-Sus, has joined the Cleveland Press. He was formerly publisher, editor and general manager of the Kokomo, Ind., Dispatch.

### DEAR GIL:



I wonder if you ever look at the advertisements of other men and envy them? Do you ever sit moodily at home, in your office, wondering helplessly why your ads aren't interesting, competent, profitable ? Gil, friend, it requires experience, years of it, and days and weeks and hours of work to produce advertisements that stop and make you read and remember and understand and believe — and all other kinds aren't worth their cost. If you compete with advertising abler and finer than yours, is it worth your while to plan and prepare and pay for placid, gentle, common advertisements? Are yours common? Are yours money makers for you? Would you give the shirt off your back for earnest and scrappy and competent advertising ? I know a place - - -.

#### ARBOGUST OREN

ADVERTISING

30 N. MICHIGAN AVENUE, CHICAGO

## This list





This list

contains the title, date of issue and page number of 159 articles concerning private brands. A copy of this index list is yours for the asking.

1930

at.

## This file





# And that merchandising problem

Puzzling, provocative, persistent. Private brands, for example.

Like to post yourself on it? Want to study its past, present and future?

We'll furnish—gladly—a list showing the titles of 159 articles and the issues in which they appear.

But we can't supply the articles themselves. That's why several thousand readers maintain files of the *Printers' Ink Publications*. They've bought hundreds of bound volume sets, thousands of binders.

They are continually asking us for reference lists on every merchandising problem under the sun. With a reference list on one hand, and a file of *Printers' Ink* on the other, the solution is likely to be not far away.

Printers' Ink Publications



Another sales contact broken: He used to sell Pearson when Pearson was with a paper manufacturer. From there, Pearson went as a chemist into the iron and steel industry. Now he is superintendent of a beet sugar plant. The man who succeeds Pearson will also shift to other Process Industries.

Difficult men for the Salesman to keep in touch with—these itinerant Pearsons—yet contact with them is necessary if you would sell the Process Industries.

Pearson's is just a typical employment record of chemical engineers—the men who control your sales to the Process Industries.

The sure-fire way to keep an unbroken contact with these key men is through "Chem & Met", because they pay to have it follow them wherever they go.

### Chemical & Metallurgical Engineering

A McGraw-Hill Publication

Tenth Avenue at 36th Street New York

### Confusion Worse Confounded

EASTMAN KODAK COMPANY ROCHESTER, N. Y., Oct. 3, 1930.

Editor of PRINTERS' INK:

The article by Aesop Glim in your issue of September 18 particularly appealed to me, not but what all his arti-

cles do.

It so happens that I am a lover of books and that my job demands that I keep up with most of what is printed

keep up with most of what is printed in the current periodicals.

Thus I am on a multiplicity of direct mailing lists, from which the same concerns often, yes, most usually, duplicate in a disconcerting and amusing way.

My name is Spencer B. Hord, yet the compilers of mailing lists most usually absolutely refuse to believe that any human being could possibly spell his last name that way.

I get circular matter regularly from several concerns addressed to Hoard, Horde, Hood, Hoad and to Spencer & Hord.

Hord.

This mis-spelling of my name is not of any consequence, because I am used to it, but the duplication of mailing pieces regarding the same thing disturbs my economical soul.

SPENCER B. HORD.

### New Campaign for Mark Cross

Plans are under way for a pre-holiday campaign which will be conducted by Mark Cross, New York and Boston leather goods. Magazines will be used. This campaign will be directed by W. H. H. Hull & Company, Inc., New York advertising agency.

### P. B. Root with "National Drug Clerk"

Perrin B. Root, for fifteen years with the advertising department of Butler Brothers, Chicago, has become advertis-ing manager of *The National Drug* ing manager of Clerk, of that city,

### Appoints James F. Newcomb

Edward I. Farmer, Inc., New York, collector of rare furniture and art, has appointed James F. Newcomb & Company, Inc., advertising agency of that city, to direct its advertising account. Class magazines and direct mail will be used.

## R. D. Friend with Bon

Marche, Seattle
Royal D. Friend, for the last year
with the San Francisco Call-Bulletin, has been appointed advertising manager of the Bon Marche, Seattle department

Joins Toronto Agency S. W. Chesire, formerly with the MacLean Publishing Company, Toronto, has joined the Orr Advertising Agency, also of that city.

### To help you make use of the best in modern lettering!



## AMERICAN LPHARETS

Edited by Paul Hollister

Vice-President, Batten, Barton, Durstine & Orborn

This magnificent book contains 22 new original alphabets by 11 of our foremost living designers; and a page by each of striking decorative effects.

The artists are: Bernhard, Fred G. Cooper, Oswald Cooper, Dunn, Dwiggins, Foster, Goudy, Jensen, G. and L. Rosa, Sinel, Teague.

Every kind of work-classical ultra-modern-is included. All of it is easily adaptable to practical needs.

Every advertising artist, art di-rector, layout man, typographer and printer in search of unique lettering effects, is certain to find it of incomparable stimulation.

Format designed by W. A. Price \$7.50 Dwiggins.

### FREE EXAMINATION!

Harper & Brothers, 49 E. 33rd St., New York Send me a copy of American Alphabets.

I will remit \$7.50 in 10 days or return book.

Check for \$7.50 is enclosed. 
Send C.O.D.

Street .....

City & State .....

# Literally a Newspaper-

with all the newspaper's timeliness, liveliness, flexibility and readiness to the advertiser's purpose.

### RETAILING

A Fairchild Publication

8 East 13th Street, New York

# work

We get fun out of work. Honestly we do. That's why we still tingle whenyour order comes through. That's why our lights are still burning long after the night watchman starts his ghostly rounds.

SCHMIDT & LEPIS
Fine Typography





### Weathering the Depression

(Continued from page 8)
product, sales would very probably
have fallen off badly had Mr.
Childs canceled all advertising and
sales efforts as some manufacturers
did at the first sign of a storm.

Porter M. Farrell President and General Manager Real Silk Hosiery Mills

"We attribute our present favorable position largely to decision made fourteen months ago to further develop our sales organization and to our having maintained a quality program even in view of many other mills manufacturing enormous quantities of merchandise and considering only the question of price. All of our machines are working day and night and have been during the entire year, and in addition, it has been necessary to work overtime in our finishing department during the past several weeks.

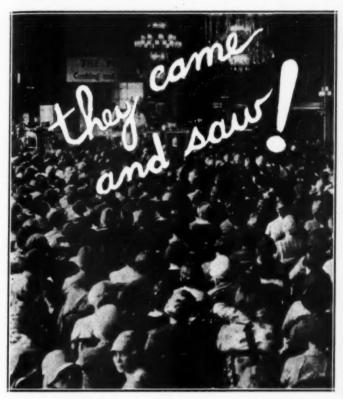
"We are employing more people than a year ago at this time and have reduced no wages or salaries or given no forced vacations during the year. Our business this year has shown an increase each month over the previous year and every indication points to this increase being maintained for the balance of the year."

This is a cheerful wire for gloomy men to read again. Building up a better sales program, not working on a price basis alone to meet competition, led in this case to a month by month increase in sales during a year like this.

CHARLES E. HIRES, JR.
President

Charles E. Hires Company
A letter from Mr. Hires telling
how the company changed its advertising and selling plan to bring
back this old company, and how the
entire business has been rebuilt in
the last three years, appears on
page 49 of this issue.

Again one discovers how research and a careful investigation 30



Cooking school attendance over 5,400—about twice the attendance of any other local cooking school—

Again proof of Syracuse housewives' interest in this newspaper!

# THE POST-STANDARD

New York Detroit Chicago



Philadelphia Boston San Francisco

PAUL BLOCK, Inc.
Representatives

Daily over 60,000

Sunday over 70,000

of consumers' buying habits increased earnings from \$224,000 in 1927 to \$620,000 last year, and to estimated earnings of \$875,000 for 1930.

#### R. W. Bell. General Manager A. P. W. Paper Company

"The gross earnings of the A. P. W. Paper Company for the first nine months of 1930 are another proof that business depression is 90 per cent obsession.

"Our increase in sales at a time when many companies are showing losses as compared to last year's period may be laid almost entirely to the credit of our distributors and our sales force.

"We have not brought any new products on the market. The policy of the company is slowly and to systematically reduce the number of items being manufactured at present, rather than adding thereto.

"At the present time we are running a very modest newspaper campaign in thirty-one cities throughout the country. We expect slowly to augment this advertising with larger space and over greater territory as well as by use of direct mail. This advertising, however, has not been running long enough to have had an opportunity to greatly help our sales.

"Which brings us back to the point that constant hammering by our sales force and our distributors, plus a firm refusal to admit the bogey of bad times, has given us an increase at a time when a decrease might have been expected.

"Our men were given fair quotas to meet. We also established bonus quotas based primarily on the selling of profit rather than volume products. Most of our men met their quotas—many earned large bonus checks. They convinced themselves that business depression is largely a state of mind. The man who works good times when most peòple talk hard times, can and will boost his sales."

Constant hammering away at sales, consistent advertising in bad times as well as good, and closer attention to profit items rather than mere volume; those policies tell the story of many another company which is going ahead while others wait.

In a succeeding issue of PRINT-ERS' INK there will appear other statements by men who are proving that many a man who is battling away on his own little sector of the economic front is licking general conditions. Keeping their eyes on that lighthouse through the fog, they are doing a real job—a job which makes it once more evident that there is business there for the man who goes after it.

### Scott Paper Sales Increase

Net sales of the Scott Paper Company, Chester, Pa., for September of this year amounted to \$1,030,308. This represents the largest month's volume of business in the history of the company and compares with net sales of \$27,701 for the corresponding month of 1929. Net sales for the first nine months of 1930 amounted to \$6,489,722, as compared with \$5,852,007 for the first nine months of last year.

### C. T. Martin Joins Richardson-Plant

C. T. Martin, formerly manager of C. F. Bryan's, Inc., Cleveland, outdoor advertising, has joined Richardson-Plant, Inc., advertising agency of that city, as vice-president. Before joining Bryan's he was Cleveland sales manager of the General Outdoor Advertising Company.

### Joins Long Beach, Calif., Agency

Wendell Neely, formerly advertising manager of the Lincoln Mortgage Company, Los Angeles, has joined the Becker-Wiley Company, Long Beach, Calif., advertising agency, as an account executive.

### S. H. Crawford Joins United Drug

Sam H. Crawford, formerly with the Winchester Repeating Arms Company, New Haven, Conn., has been made manager of the Rexall agency department of the United Drug Company, Boston.

### Purchases "Concrete Products"

The Tradepress Publishing Corporation, Chicago, has purchased Concrete Products from the International Trade Press, Inc., also of that city. This change in ownership is effective with the publication of the October issue. 30 in

96

## How to Sell the Building Field When Construction is Off 28%

### Construction Contract Awards, 37 Eastern States

First 9 Mo. 1928	\$5,126,944,100	Normal
First 9 Mo. 1929	4,601,267,600	-10.3%
First 9 Mo. 1930	3,684,723,500	-28.2%

You cannot afford to spend time and money today shooting at phantom buyers in mirage markets. Advertising and salesmen must be directed at known targets.

To help advertising and sales executives meet this crisis, Dodge has developed a method whereby all your advertising and sales work may be concentrated on known, active buyers at the time buying decisions are being made.

By means of this New Dodge Plan, your advertising and selling cover only the owners, architects, engineers and contractors on current jobs, of the types and valuations you sell, with each job located in your territory. You work on active buyers in a known market of selected selling opportunities.

This isn't all. The Dodge Plan is based on Coded Dodge Reports. It is the code that enables you to TIME your advertising and selling campaign, job-by-job, to buying decisions.

The SELECTIVE feature insures economy. The TIMING feature insures effectiveness. Your message arrives when your products are being considered—not too early—not too late. You reach every buying factor and competitors do not get ahead of you.

This plan is simple to apply and simple to operate no matter what your product or sales methods. It has been developed by a firm with 40 years of experience in the building field and is being used by leading manufacturers. Ask us for all the facts. Address your request to Dodge Reports, 119 West 40th Street, New York, N. Y.

DODGE



**REPORTS** 

F.W. DODGE CORPORATION—Co-ordinated Publications and Services for Building Sales in the Building Field

## PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TRLEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer. Vice-President, R. W. LAWRENCE. Treasurer. DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager. St. Louis Office: 915 Olive Street,

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland,

San Francisco, Los Angeles, Seattle, Portland, Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$135;half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor C. B. LARRABER, Associate Editor BERNARD A. GRIMES, News Editor

E. B. Weiss
Arthur H. Little
Thomas F. Walsh
H. W. Marks
Allen Don Masson
Allen Dow

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read Philip H. Erbes, Jr. London: Thomas Russell

NEW YORK, OCTOBER 23, 1930

### Advertising Not on

A few people have recently remarked that ad-

trial. Nothing is farther from the truth. Unless the world is to slip backward toward another dark age, unless machines are to be scrapped, and the inhabitants of this globe return to buggies and candle light, advertising will be used in the future, as it has been in the past, to make men want more and work harder to get it.

It is not advertising that is on trial.

Its users, its producers and its unproductive mediums are before the bar.

Advertising has proved itself in every previous business cycle. There were giants in those days.

There were advertisers in 1921 and before that in 1907 and 1914 who with new ideas, new products and better advertising reached positions by their courage—when others held back—from which they were never displaced. What advertising, used with courage and resourcefulness did for leaders of other days, is a matter of record.

This year, some users of advertising lost courage. Some of them were more impressed with the vague rumors and fears of coming disaster than they were convinced of the sameness of human nature.

They let themselves believe that the millions who wanted good merchandise at a fair price and who were still at work in farm and factory had changed overnight.

There were sudden outbreaks of that panic disease known as cancellitis.

Some business men canceled all effort to sell and retreated gloomily into dark cyclone cellars. They acted, in Merle Thorpe's happy phrase, "like tired old men after a long walk on a sultry day."

There were others like the leaders of other days who took off their coats and went after business hammer and tongs. Some of them, as told elsewhere in this issue, are actually making more money this year than last. Others, facing bad conditions in their industries, have nevertheless fought hard for every bit of business in sight and are far better off than their competitors who wept loudly at the wailing wall.

There are others who jumped into the battle from a small position in the rear and who will be heard of from now on. When the turn for the better does come in the world's economic fever, they will be found among the leaders. They know that the time to fight hardest is when others turn back from the battle.

Users of advertising, not advertising itself, have been on trial; so have its creators. Many an agency account executive has done a fine job in these times with new ideas, new copy angles, better market research.

Others are discovering that business men are now demanding something more under a young man's hat than a good haircut, that the easy days are over. They have ed

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had to learn business fundamentals instead of depending on wisecracks. Some of them, unable to meet new, hard conditions are falling by the wayside.

Mediums are on trial also. They are being judged by their merit, their productiveness. The days of sloppy space buying are all gone. The "me too" boys are losing out.

Representatives who know their markets and how their mediums can best serve the man who is hard out after business, and are doing much better than their back-slapping associates.

Nothing is wrong with advertising, the motive power of American business. It is still the fuel which makes the engine go.

Advertising is not on trial. What is on trial is the courage and resourcefulness of its users, the skill of its producers and the productiveness of its mediums.

Suggested
Study for
Colorists

beneficent influence upon the morale
of business and possibly upon the
spirit of the public? At first glance
it might seem that here is no subject of cosmic importance; and yet
a study of the matter might yield
interesting discoveries.

For months, some of the more conspicuous of industry's products have been donning an appearance decidedly somber. To cite the instance of a department of industrial production that has assumed a leadership in color styles, the automobile business seems to have gone into mourning.

A year ago, the automobile's predominating color was blue—and blue in a lively variety of shades and tints and hues. Today, as revealed by the October issue of "Automobile Color Index," which is published by the Duco Color Advisory Service of E. I. du Pont de Nemours & Co., Inc., blue has been forced into second place by funereal black. Specifically, the indices of color position read like this: black, 176; blue, 138; brown, 108; green, 78; gray, 51; maroon,

And where are the colors of autumn, the tangy shades of sunrise over maple-lighted hills—the yellows, the oranges, the reds? The rating index of yellow, based upon automobile production proportions in September, is 6. The rating of orange is 3. And the rating of red is 1!

Is there reason here, or logic? There is cause, it seems, but no overwhelming evidence of deep thought. For, says the "Index"—looking upon the phenomenon from the point of view of the impartial observer:

It is interesting to note in connection with the upward movement of black as a motor car finish that the trend in motor car colors for fall 1930 coincides to a remarkable degree with the forecast of fashion authorities, which indicates that black and "dark-bright" colors will predominate in the color ensembles to be worn by the women of fashion this fall. . . . The colors in fashion at this season are conservative and this same trend is reflected in the motor car industry.

But really, now, need any such trend be so reflected? Because milady, either by her own choice or through necessity—because the manufacturers of her apparel offer almost nothing else—attires herself in "conservative" colors, shall automobile salesmen all over America sit lonesomely in salesrooms and gaze sadly upon motor cars that look like hearses?

Further, need the trend itself exist? If it is true that not the woman but the creators of her apparel dictate the fashions, can those same creators cite psychological justification for compelling her now to put on sackcloth and ashes? What has happened to the appeal of brightness? Has depression, the villain, absconded with the pot of gold that used to lie at the foot of the rainbow?

These are questions that industry's specialists in color might well consider now. Specifically, they are suggested to men like M. Rea Paul, consulting colorist of the research laboratory of the National Lead Company, who, with his scientific colleagues, has observed the seemingly miraculous effects of color upon the minds and even

upon the health-for these men have carried their study into hospitals-of human beings. To men such as these, it seems not beyond the truth to suggest that industry itself is sick and that perhaps it can be helped, materially, by their enlightened ministrations.

Advertising and Living Standards

It has always been admitted, even by its opponents, that ad-

vertising has raised living stand-ards by setting up goals of desire before the eyes of the masses. In making workers of the world add more value to raw materials by the aid of machines, the advertising of all sorts of necessities and luxuries from white bathrooms to canned soup, has always, through the years, proved its economic value.

Another important economic service of advertising has been its ability to carry the news of better living standards into all parts of the world.

At a time when some gloomy prophets suggest that this country must reduce its living standards, it is far more likely the rest of the world will, in the course of time, approach nearer the standards of the country which has made its masses want most.

It remained for F. D'Arcy Cooper, chairman of Lever Bros. Ltd., to produce dramatic proof of still another function of advertising, too important to be called a by-product.

He was reporting at the annual meeting of shareholders in London concerning the company's large investment in the Belgian Congo.

This company," he said, "was founded by the late Lord Leverhulme under a convention with the Belgian Government in 1911. Its work is to collect palm fruit in specially selected areas, to erect mills for obtaining palm oil from the fruit, and to sell the oil in the markets of the world.

"From a small beginning it has become an enormous business and is the largest employer of labor in the whole of the Belgian Congo, some 28,000 natives being paid

weekly by the company. Several thousand brick houses have been erected by the company for the workers to live in, and hospitals, schools and other necessary adjuncts of civilization have been provided.

"A great and increasing river fleet also has been established for the purpose of carrying the produce of not only our own company but of nearly all other oil producing enterprises in the Congo.

Into the dark jungle, into a life as far removed from modern civilization as an oxcart is from a new Rolls, came the world's largest advertiser. His advertising in the markets of the world has built a new life and new needs in the far off Congo, making thousands of new consumers out of savages. The same thing has happened and is now happening not only in far off parts of the world, but in a number of localities where the national advertising of some great industrial leader offers an assured market for specially produced raw materials.

The happy experience of tomato growers in southern New Jersey whose entire output is taken by the Campbell Soup Company, is a case in point.

A careful study of these unusual situations by competent authorities might very possibly lead to a wider use and appreciation of one of advertising's most important functions.

### Lamp Account to Porter-Eastman

The Mantle Lamp Company of America, Chicago, has appointed the Porter-Eastman Company, advertising agency of that city, to direct its advertising ac-

### Joins Buffalo "Evening News"

William Callanan, formerly of the staff of the Buffalo, N. Y., Commercial, is now a member of the advertising staff of the Buffalo Evening News.

Wm. Wrigley, Jr., Net Profits
Net profits of the Wm. Wrigley, Jr.,
Company, Chicago, for the three months
ending September 30, 1930 amounted to
\$3,395,164, after charges and taxes. Net
profits for the nine months ending September 30, 1930 were \$9,053,046.



THIS
COUPON

GIVES YOU TEN DAYS' FREE EXAMINATION OF NEW RESERVE ILLUSTRATIONS MADE SINCE LAST ISSUE OF CATALOGUE\*

Reserve Illustration file contains over 6000 subjects by the same skilled artists who make specially posed illustrations. All kinds of characters, situations and products; glossy prints, size 8 x 10 ins. Check the coupon for new subjects, added since last issue of Reserve Illustration Catalogue. The coupon doesn't obligate you.

Only 48 copies of Catalogue remain unsold. Price per Catalogue, \$5. On 10 days' approval if desired. Orders filled in order received. There will be no rerun of this edition.

OFF THE

Send

selection of new Reserve Illustrations checked for 10 days' free examination. After 10 days we will either remit \$10 each on receipt of your invoice or return the photographs.

CHILDREN

Leaving for School Washing faces Brushing teeth Combing hair Heads

BROKERS' OFFICES

CONFERENCE SCENES

WOMEN'S HEADS

STOKING FURNACE

HUNTING

SELLING SCENES Department Store Drug Store

LINGERIE

MEN'S HEADS (odd angle)

MEN TALKING

SKIING

POLO SCENES

RADIO SCENES

SWIMMING

FISHING

WOMEN TALKING

UNDERWOOD AND UNDERWOOD

UNDERWOOD
AND UNDERWOOD

250 WEST 53% ST-NEW YORK-N-Y 125 NORTH WARASH AVE-CHICAGO-ILL 12 WELLINGTON ST-E-TORONTO-CAN

## Advertising Club News

St. Louis Sales Managers Appoint Committee Chairmen

The St. Louis Sales Managers Bureau has appointed its committee chairmen for the coming year. B. P. Owen, of the the coming year. B. P. Owen, of the B. P. Owen Organization, is chairman of the weekly meeting division. In this division the following committee chairmen have been appointed: Attendance, H. P. Krallman, sales manager, Pioneer Cooperage Company; bulletin and publicity, Sidney E. Carter, advertising manager, Rice Stix Dry Goods Company; entertainment, Ed Holmes, B. P. Owen Organization; reception, George Walker, sales manager, Davis Realty Company, and speakers, Frank M. See.

Owen Organization; reception, George Walker, sales manager, Davis Realty Company, and speakers, Frank M. See, Union Central Life Insurance Company. In the educational division, of which W. O. Housam, division commercial superintendent of the Southwestern Bell Telephone Company, is chairman, the following committee heads have been appointed: Business letter writing, E. G. Brinkman, sales manager. Phelan-Faust Brinkman, sales manager, Phelan-Faust Paint Manufacturing Company, and public speaking, T. M. Scott, president of the Corneli Seed Company. G. T. Lehmberg, sales manager of

Parke-Davis & Company, is chairman of the membership division and Syd E. Wilkinson, general sales manager of the membership division and Syd E. Wilkinson, general sales manager of Butler Brothers, is chairman of the general committee of the sales executives' conference. Other committee chairmen under this latter division are: Attendance, David Hearsh, manager of the Berkowitz Envelope Company, and program, Harry T. Bussmann, vice-president of the Bussmann Manufacturing Company.

ing Company.

E. B. Langenberg, president of the Langenberg Manufacturing Company is chairman of the trade development division, with Joseph B. Kleinhauser, vice-president of the Bettmann-Kleinhauser Korzekt Company. as chairman vice-president of the Bettmann-Klein-hauser Korrekt Company, as chairman of the trade trip committee. J. Leslie Mahl, sales manager of Lynton T. Block & Company, is chairman of the plan and scope committee, and H. C. Martin, president of the Murphy Door Bed Company, is chairman of the bud-get and finance committee.

### French Fliers Receive Check at New York Club Luncheon

A farewell luncheon in honor of Cap-tain Dieudonne Coste and Lieutenant M. tain Dicudonne Coste and Licutenant M. Bellonte was held at the Advertising Club of New York on October 16. At this luncheon Colonel William E. Easterwood, Jr., a member of the club, presented the fliers with his check for twenty-five thousand dollars, the prize with the fliers with the fliers with the fliers of the fliers. offered by him and won by the fliers for their Paris-New York-Dallas flight.

Elected by Los Angeles Club W. W. Weir, credit manager of The May Company, Los Angeles, has been elected a member of the board of direc-tors of the Advertising Club of Los Angeles.

### Cleveland Course for Retailers Under Way

The Cleveland Advertising Club and the Cleveland Plain Dealer are sponsor-ing a Retail Clinic consisting of a series of ten Friday evening sessions under the direction of Charles W. Mears. Nearly 1,200 store owners, executives, superin-tendents, merchandisers, buyers, adver-tising and display men are registered for the course.

Speakers in the clinic, which will con-Speakers until November 21, include Dr. Paul H. Nystrom, professor of marketing, Columbia University; Arthur O. Price, sales manager, Namm Store, Brooklyn; William Nelson Taft, editor, Retail Ledger; James R. Ozanne, vicepresident, Hardy, Ozanne, Hardy, Inc., Chicago; Kenneth Collins, executive Chicago; Kenneth Collins, executive R. H. Macy & Company, chicago; Kenneth Collins, executive vice-president, R. H. Macy & Company, Inc.; Christine Frederick; Tobe Coller Davis, fashion and merchandising service, and Frederick M. Farrar, vice-president, Typographic Service, New

### E. E. Zoty Heads N. Y. U. Men in Advertising

Edwin E. Zoty, of the Macfadden Publications, was elected president of the New York University Men in Advertis-ing at its first meeting of the new season ing at its first meeting of the new season held at the Fraternity Clubs Building, New York on October 16. Other officers elected were Richard S. Lowell, of Williams & Saylor, Inc., vice-president, and Eldridge Peterson, of PRINTERS' and Eldridge INK, treasurer.

INK, treasurer.

The executive committee will include A. W. Jones, of the Standard Gas Equipment Company, Abbett Kimball, of Lyddon, Hanford & Kimball, Inc., Howard Myers and the following outgoing officers: Edward J. McLaughlin, of the New York Evening Graphic, O. E. Schneidenback, of Betteridge, Inc., and Jerry Weinstein, of the International Press. Press.

Lawrence Fertig, of The Lawrence Fertig Company, Inc., was the guest speaker at the meeting.

### St. Louis Women's Club Elects

Miss Marian Denyven, of the St. Louis Globe-Democrat, has been elected president of the Women's Advertising Club of St. Louis. She succeeds Mrs. Ruth Crane Davis. Other officers are: Vicepresident, Miss Elna Englehardt; secretary, Miss Florence Capes, and treasurer, Miss Louise Edwards.
Committee chairmen are: Educational, Miss Evelyn Powell; publicity, Miss Josephine Durham; employment, Mrs. Daisy Worthen; Better Business Bureau, Miss Mary Bruns; entertainment, Miss Bea Adams; program, Miss Bessye Williams; membership, Miss Elsa Sachleben, and attendance, Miss Ida Lee Pollock.

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# Only Comfort Subscribers Sell Comfort

Magazine

Comfort employs no paid solicitors, resorts to no cut rates, does not club and gives no premiums except to club-raiser agents.

Direct renewals and clubraiser agents maintain the 1,000,000 with a turnover of about six hundred thousand subscriptions a year. Club-raisers are virtually all subscribers.

Subscribers take Comfort because they want it—to read.



W.A. Lamutt

Publisher of



Since

The net result for advertisers is an audience of eager responsiveness.

> Perhaps this explains why Comfort Magazine is such a remarkable puller in its field.

The Julius Mathews Special Agency

New York

Detroit

Boston

Chicago

## The Little Schoolmaster's Classroom

In the last decade or so, advertising has wrought many changes in the habits and customs of the people. Even the old-time railroad vendor, who used to struggle his way through the day coaches at important stations under his load of assorted wares, seems to have been influenced in his manner of approach by advertising. He was always a rough sort of fellow and hardly the kind, the Schoolmaster used to think, who would be visibly impressed by the powers of advertising. His voice was his only medium.

"Candy, chewing gum, apples! All the latest magazines!" he would bellow lustily as he stag-"Get 'em gered down the aisle. now. Nothing sold after the train

leaves."

But apparently advertising has made changes in the manner of salesmanship the train vendor employs. The Schoolmaster recently boarded the Long Island Railroad's 8:25 for Flushing and was no sooner seated than the vendor appeared, bearing a tray of nationally advertised chocolates. There seemed to be much less of the highpressured salesman about him than in those bygone days of hurried ballyhooing. He rested his tray on the arm of the Schoolmaster's seat and looked the Schoolmaster

calmly in the eye.
"Suchard's," he said with undeniable assurance, "needs no introduction. Ten cents a box."

. . .

The Schoolmaster has sat silently through many a long argument on the unanswerable question as to which came first, the chicken or the egg. And now, by way of re-fueling the long-winded philoso-phers, he throws a parody into the arena by asking, "Which comes first, the style or the advertise-ment?" A dozen Class members jump promptly to their feet to shout in unison, "The style, of course, and then the advertising that sells it!" But the solution is not so simple as that. At least, not

in view of the information recently given the Schoolmaster by a member of the Class.

The Liggett & Myers Tobacco Company, in advertising its Chesterfield cigarettes, has lately been featuring the Chesterfield girl, dressed charmingly in black, with the slogan "True individuality can-not be copied." And if the Schoolmaster's judgment of "true individuality" is worth anything at all, the advertising is good. So much

for the advertisement.

Then, so the Schoolmaster has been informed, a Chicago company came forth with a dress copied after the one worn by the Chesterfield girl in the Liggett & Myers advertisements and presented as an "adaptation of the Chesterfield girl frock." It is the same dress as that pictured in the national advertising of Chesterfield cigarettes. Moreover, several retailers in Chicago and other cities are featuring this dress and are advertising it in newspapers.

Again the Schoolmaster asks, "Which comes first, the style or

the advertisement?" . .

Current typography has kindled in the breast of your ordinarily ingenuous Schoolmaster a suspicion of the asterisk.

Time was when the asterisk was wholly honest. If you found it in the text, you'd always find its twin flagging a footnote at the bottom

of the page.

Recently, however, the asterisk has fallen into evil ways. Your Schoolmaster thinks of instances in which it has served in lieu of the exclamation point, ballyhooing for attention for an advertising headline, or a product name, or a signature, misleading the reader into believing that somewhere on the page he would find an explanatory note of reference-a note deliberately omitted.

And now comes an example to prove that not everywhere is the asterisk thus degenerated, and an example, besides, to prove that the tly

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as ly



The remodeled Sweeney Building, Kansas City

# Building Managers turned a threatened loss into a profit

The owners of the old Sweeney Building, Kansas City, had a "white elephant" on their hands. It seemed impossible to make it pay. Then they decided to call in E. B. Murray & Co., a firm of building managers, who recommended complete remodeling. Old equipment was replaced with new, and on opening day the remodeled building was \$15% rented. . . Building managers are forced to remodel their old buildings to successfully compete with new ones. These men spend millions for materials and equipment to modernize old office and apartment buildings. This year remodeling and replacement work is breaking all records. Get your share of this profitable business. Tell your sales story through BUILDINGS AND BUILDING MANAGE-MENT.

A. B. C. GUARANTEED PAID CIRCULATION



PORTER-LANGTRY CO., Publishers

Member A.B.C. 139 NORTH CLARK ST., CHICAGO Member A.B.P.

Eastern Office: 295 Madison Ave., New York City

## Advertising Salesman's Opportunity

An experienced and successful advertising salesman will find a genuine opportunity with a leadmerchandising ing magazine. The job calls for accurate knowledge of trade conditions and distribution methods as well as a proven record of ability to plan and sell advertising on a permanent basis. Give full experience, salary expected, etc., in first letter.

ADDRESS "G," BOX 212 PRINTERS' INK

punctuation mark of the firmamark of the firmament can be used, not only honestly, but effectively. The opening text of "Better Advertising—Better Business—1930-31," a booklet being sent by the J. P. Smith Shoe Company (Dr. A. Reed Cushion Shoes) to the company's dealers in the to the company's dealers, is set up like this:

Mr. \*..... has money and a desire for the finest.

You have the finest and a de-

You have the mnest and a desire for the money.
You and Mr. \*.... should get together and STAY together.
You and Mr. \*.... will get together and stay together if you convince Mr. \*.... that he needs what you have for him. The only way you can hope to convince him is to tell him why your merchandise will give him greater satisfaction . . . and tell him repeatedly.

num repeatedly.

To create in men a greater desire for what you are selling than their desire for what others are selling is the reason for better advertising and a complete advertising plan. You cannot attain business leadership without advertising bedeethin leadership.

\*You can think of numberless names that exactly fit this space.

Incidentally, the Smith company's program of co-operative advertising prescribes and suggests to the dealers four seasonal plans, graded by volumes of retail business. Each of the four plans includes local newspaper advertising, direct mail, an electric sign for the window, window and store displays, and package and letter inserts.

If the dealer's actual or potential volume of Reed business is \$1,000 to \$2,000 a year, his suggested plan is "A," the estimated cost of which is \$106.85, of which he pays \$47.95 and the manufacturer \$59. If the dealer's actual or potential Reed business is \$2,000 to \$4,500, his sug-gested plan is "B," the estimated cost of which is \$228.10, of which he pays \$115.35 and the manufacturer \$122.75. If the dealer's actual or potential Reed business is \$5,000 to \$9,500 a year, his sug030

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# O TRAPS OR HAZARDS

## ..... in THIS fairway

It's straight shooting for the reader's eye. from tee to cup in METAL PROGRESS. Here, at last, is an industrial magazine which ENCOURAGES READING.

Every picture, chart and micro is spaciously reproduced. Type sizes are generous throughout. Wide margins and plentiful white space on the large pages prevent eye-fatigue.

And if you don't think these innovations encourage reading, look these over:

"A new standard for technical journals"..." A masterpiece of periodical work... on account of its form will bave a wider appeal". "The finest thing we have seen in all our experience with the business publishing field"... "Fills a real need". "A knock out?". "In the selection of paper, fine typography and editorial bandling... an outstanding publications"... "A tractive to the eyes and mind"..." on bave actually succeeded in making a technical article look temping". "Editors of technical public cations would do well to follow the example you have set."

And there are hundreds more from the 6140\* paid up readers, all equally enthusiastic.

If your product can be used in connection with the production, selection, fabrication, treatment, welding or handling of metals, METAL PROGRESS will give you both the medium and the audience ideally suited for your major effort. Prove it to yourself. We'll gladly send you a sample copy for your inspection. No obligation. Just write METAL PROGRESS, 7016 Euclid Ave., Cleveland, O.

\*or the 6140 paid up readers of Metal Progress, 82.4% are men who are responsible for the selection and purchase of materials and equipment for their plants . . . . presidents, vice presidents, general managers, factory managers, works managers, metallurgists and chemists. Of the remaining 17.6%, at least 15.3% have an important indirect influence on equipment and material purchases.

METAL PROGRESS

### WHO HAS A PLACE ---

for a young man with 12 years' experience in Advertising and Selling? This includes a working proficiency in all departments of the printing business, as well as office routine, cost accounting, estimating and production. Who has designed, created, sold, written and checked direct-mail campaigns from New York to California. Who has owned a half-interest in a small Advertising Agency where various products were exploited. In this connection have collaborated on presentations, analysis and survey, contacted accounts, placed space and written copy. In addition to this knowledge of advertising, has served as distributor for a national product which included Dealer and Jobber contact. This mentality is looking for a place in New York City where his ability will find ample scope for expression. References. Address "L," Box 215, Printers' Ink.

### --- IN NEW YORK CITY?

### Most Salesmen Would Sell More Goods

### -if they knew how

Showing salesmen how to do a better job of selling is my work with one of the largest food selling organizations in the country. This work includes selection, training, supervision, sales research and sales promotion.

I would like to invest this experience in a mediumsized organization which is financially sound but needs to improve sales, and where my income would be measured by what I produced. Thirty-four years old, married, university graduate.

Address "D," Box 210 PRINTERS' INK gested plan is "C," the estimated cost of which is \$439.10, of which the dealer pays \$225.35 and the manufacturer \$213.75. And if the dealer's actual or potential Reed business is \$10,000 to \$25,000, his suggested plan is "D," the estimated cost of which is \$870.85, of which he pays \$488.35 and the manufacturer \$382.50.

Charles E. Murphy is president of the New York Advertising Club and a practicing attorney. All New York lawyers, he advises the Schoolmaster, consult "Abbotts Digest of New York Cases" when they are searching for court decisions on cases involving advertising practice. This digest contains a separate section devoted exclusively to reports and digests of cases decided by the lower and higher courts. It appears under the head of "advertising and allied businesses."

"It has always impressed me as being an indication of the importance of advertising," comments Mr. Murphy, "in the fact that Abbots' Digest has devoted a separate section to our business alone."

When competition undertakes to unfold its wings it can encompass a good spread of territory. It has a rare ability to assume, occasionally, strange and novel forms.

The story is familiar, how the textile men, thanks to the Department of Commerce, were given a virgin outlet for cotton in the form of coverings for miniature golf courses.

But the woes of textile men, it seems, are good and plenty. No sooner does a prize loom in front of them, than up pops the demon competition. Not ordinary competition, but a brand new sort—a competition with which the textile industry is utterly unfamiliar. Little did anyone dream that textiles would one day be compelled to match merits against such an intangible thing as insurance!

"Why can't we sell course owners rain protection?" the Boston and Old Colony Insurance Companies want to know, and in their house magazine, "Accelerator," launch into details, as follows:

# An Opportunity for

## Account Executive

Exceptional advertising ability will qualify one or two Account Executives for part ownership in this New York Agency

Ours is a small but adequate advertising agency organization, with a reputation for doing things well.

Ever since our start in business, nine years ago, the two owners have maintained all contact with clients. We now believe that a broadening of this policy is in the interest of rational growth.

To this end, we invite one or two good men to join forces with us as account executives and potential partners. The men whom we will consider as associates must have outstanding advertising ability and must be producers. For equity, they will bring to the organization additional talent and strength, in terms of business and fruitful ideas.

We are efficiently organized both for good service and for profit earning. The men whose aspirations fit with ours will be well satisfied in these respects and will soon have the satisfaction of knowing that a share of the business they are engaged in is a part of their personal estate.

Inquiries are cordially invited and will be treated in confidence. Our own staff knows of this advertisement.

Address "E," Box 211, Printers' Ink

### TO THE TEN The atten-LARGEST **AGENCIES**

tion of the ten largest advertising agencies is called to the

fact that I, a very young man, have developed a style said to be as potent as George Hill's. The thing about my ideas, however, is that they do not have to be set in Cheltenham Crowded or illustrated with 48x72 half-tones of blood-sweating hippopotami.

Incidentally, my boss, proprietor of a first-class, middle-west nickelodeon. says that local prospects have a harmonica complex and like neither muted strings nor kettledrums-even when they're good. He has bet me the price of any sized want ad that anything I put in the ad will pull THREE inquiriesfrom the ten largest. The quarter page indicates I'm no foolish Icarus.

YOU THREE: Please send application blanks to "N", Box 217, Printers' Ink. I'll return them with material to prove, among other things, that the birthplace of talent knows no geographical limitations.

### Unusual Agency Partnership Opportunity

Advertising agency partnership available due to partner retiring. Prominent New York agency, fully recognized, with national accounts. Profitable opportunity for able contact man who can get business, or experienced copy chief. Well staffed, soundly financed and growing fast, Write for interview. Communications held in strict confidence.

Address "M." Box 216 Printers' Ink

"Rain insurance should be and is an excellent investment for them (miniature golf course proprietors). Business stops when rain starts. They can protect themselves against financial loss on their big Saturdays, money-making days, Saturdays, Sundays and holidays, by securing Rain Insurance."

Thus it looks as if we are going to have a battle-or skirmish at least-between textiles and insur-ance. Indeed, in its broader aspects this thing called competition can be

quite unique.

In the opinion of one member of the Class, a sport that strives for popularity in this country is not an officially recognized part of our varied program of diversions until it has had designed for it its own special fashions in wearing apparel. The Schoolmaster pondered this theory recently as he looked over an advertisement in which a New York department store introduced fashions for Tom Thumb golf. "This new sport is developing its own chic," says the store in presenting to the public jackets and berets specially designed in comfort and style to fit properly on the miniature fairway. According to the advertisement, "When Lilli-putting on the miniature golf course you must remember your clothes technique." And the Schoolmaster wonders if the time has not come to bow in recognition of Tom to bow in recognition of Tom Thumb golf as an official hobby of our already widely hobbied coun-

The exaggeration school of copy writers may be interested in a paragraph from an advertisement by Mervin S. Levine, clothing manufacturer, of New York City. This is the paragraph:

Suits are all \$26, manufacturer's (sincere) price. Worth about \$15 more—not \$95.

The (sincere) may be a slight touch of gilding that is not entirely necessary but the second sentence carries such a definite wallop at exaggerated sensationalism that it serves to give a ring of conviction to the copy that goes before and follows.

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### Life Insurance Sales for September

Sales of new ordinary life insurance for September amounted to \$545,481,000, as against \$608,869,000 for the corresponding month of 1929, representing a decrease of 4.8 per cent. For the first nine months of this year new ordinary life insurance sales amounted to \$6,552,079,000, as compared with \$6,548,857,000, during the corresponding period of 1929. This represents a slight increase.

during the corresponding period of 1929. This represents a slight increase. These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

## E. E. Doane Heads Churchill & Alden

Ernest E. Doane, for several years sales manager and vice-president of the C. A. Eaton Company, Brockton, Mass., men's and boys' shoes has been made president of the Churchill & Alden Company, also of that city, manufacturer of Raiston shoes. He will have complete charge of all sales activities. Frank S. Farnum, formerly president of the Churchill & Alden Company, has been made chairman of the board and will continue as treasurer.

### Orange Crush Account to MacManus

The Orange Crush Company, Chicago, maker of Orange-Crush, Orange-Crush Dry and O-C beverages, has placed its advertising account with MacManus, Inc., Detroit advertising agency.

### The Modern Lumber Dealer

sells practically all products that go into building construction today. 35 to 50% of his sales are other than lumber. The paper read by foremost lumber dealers everywhere is the

## American Sumberman

Est. 1873 CHICAGO A. B. C.

### THERE ARE

64,000

English-Reading Families in St. Paul

91% of them take the

St. Paul Dispatch

### Somewhere a Sales Executive

has decided to form a Sales Promotion Dept., or is dissatisfied with his present set-up.

I am seeking an opportunity to tell this executive how I am operating a Sales Promotion Department I started for a National Advertiser six years ago, and how I can put the "third ingredient" to work for him.

tion bepartment I started for a National Advertiser six years ago, and how I can put the "third ingredient" to work for him.
Have worked closely with present Sales Manager, am capable of supervising correspondence, writing bulletins, house organs and Direct Mail copy. Advertising experience with newspapers and a manufacturer rated AAAA.
If you are this executive—write "C." Box 69, Frinters' link, for full particulars.

## **AGENCY WANTED**

To Operate Successful Plan for Getting Good Accounts

PROVEN business developer, 39. seasoned writer and planner and strategist in all forms of direct and indirect solicitation, has originated new, non-competitive method for securing steady, controlled flow of invitations to call from large card-rate advertisers. Plan capitalizes depression. Needs sincere, aggressive team-work of recognized, well-financed agency of energetic, able personnel to the property of the control of t

## SOME GROWING AGENCY

He knows advertising from plan to production. He is art and copy trained and his ideas are facile and constructive. He has had seven years' experience as art director and copy chief. He is 32 and wants an opportunity and \$5,000 a year to start. Address "O," Buz 218, 7.1.

"GIBBONS knows CANADA"

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

As Advertising Agency requiring a free lance artist on its premises, will rent a light, bright office, guaranteeing at least enough work to cover the cost of rent. Box 845, Printers' Ink.

#### OBTAIN MAIL ORDERS, CANVASSERS thru newspaper (classified want ads) and magazine advertising.

ads) and magazine advertising.

MARTIN ADVERTISING AGENCY
276P West 43rd St., New York, Est. 1923

Wanted to Buy—a weekly newspaper, approximate circulation 5,000. located in central west. Give full particulars and terms. Box 828, P. I.

WELL equipped job printing plant is for lease on attractive basis; owners can help to keep busy with own work; unusual opportunity for competent party; central Phila. location. P. O. Box 1382, Phila.

We Want to negotiate with responsible manufacturers who desire capable representation in the Philadelphia territories. We have established offices, facilities and connections that produce competent action for quality products. ANDERSON-ROBISON COMPANY

ANDERSON-ROBISON COMPANY
Manufacturers' Sales Agents
Drexel Building Independence Square
Philadelphia, Pa.

#### EMPLOYMENT SERVICES

### ● How To Better Yourself ●

Confidentially consult Walter A. Lowen, formerly with "C & H" and other Ad's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P.M. Vocational Bureau, Inc., 108 W. 40th St., N. Y. C. PENAR. S389.

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. INDIVIDUAL. CONFIDENTIAL. Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Specializing in Advertising Personnel Executives, craftsmen, juniors, secretaries, clerical: Individual attention to all placements by Elizabeth Muncy for 10 years in charge of employment bureau for AAAA.

## Muncy Placement Service

Caledonia 2611 280 Madison Avenue, New York City

#### HELP WANTED

Bide Line Salesman wanted for largest Commercial Calendar house in industry. 20 to 30 per cent commission—no accounts to collect. Write Joliet Calendar Company, Joliet, Ill.

Publisher's Representative for Midwestern Trade Journal. Leading paper in unique field. Can be handled easily with other papers. Liberal commission arrangement. Write giving full particulars. Box 836, Printers Ink.

EDITORIAL ASSISTANT—Excellent opportunity for woman with merchandising and artistic background to assist editor of unusual trade publication. Personality and publishing experience necessary. Box 837, Printers' Ink.

Bus or Railway Advertising Executive who desires agency connection. Must have a record of success in the transportation field. Give full details as to age, experience and salary expected. Give references. Reply Box 830, P. I.

Sales Representative for leading house dealing in lithographic and printing inks, supplies. General knowledge of the lithographic or printing ink industries and real sales ability essential. Give complete details of education, past experience, results, age and religion, and starting salary expected. Unusual opportunity to develop into a managerial position with old established successful firm. Box 842, Printers' Ink.

RADIO ADVERTISING MAN who has had experience in creating ideas and writing continuity for Broadcasting advertising. Must be able to present and sell this media to advertisers and agencies and be able to service them. Wonderful opportunity exists for the right man in the organization of one of the most prominent Radio Broadcasters. Our organization knows of this ad. Give complete information and salary in first letter. Box 835, Printers' Ink.

### ADVERTISING SPACE SALESMAN

One of those opportunities that come less than once in a lifetime. Large publication group in business executive field, controlled by one publisher—and with unique and unusual reader interest and other outstanding merits—already carrying pages of foremost national advertisers—has opening for a high-class, national advertising salesman. Might consider deal with established publisher's representative or organization. If you can show proof of ability and are able to make immediate connection for Chicago or New York territory—address Box 848, Printers' Ink, for interview within next few days.

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Printing Salesmen Wanted-Interest-ing proposition with large color print-ing house, established twelve years. State age, previous experience, etc. Box 834, Printers' Ink.

### Advertising ART SALESMAN

Art agency with unusual facilities offers good opportunity and future to a high grade art salesman. The right man will and this a money making proposition. Commission. Box 829, Printers' Ink. The right man will

HIGH GRADE SALESMEN-to work virgin territory selling a unique family of characters designed specifically for the Ice Cream industry and comprising a complete and very comprehensive advertisingmerchandising campaign. Also selling a merchandising service in weekly letter form, for Ice Cream manufacturers only, and custom-made advertising-merchandising campaign material to the Milk industry. Permanent, highly lucrative position for men who can sell to the Ice Cream manufacturer and the Milk dealer. Appli-Applications now being received from all sec-tions of the country. Be prompt—"first come, first served!" The Big Pay sea-son is on NOW.

In your letter give detailed information In your letter give detailed information concerning your past experience. Name your present employer. Name references. You can help yourself by saking your references to write me concerning you. That will save time. It may get you the job. Send a recent photograph. State territory you prefer to cover.

All correspondence will be held in strict confidence if you say so-but references will be checked.

Wire or Write to FORREST B. MAKECHNIE 101 TREMONT ST., BOSTON, MASS.

#### MISCELLANEOUS

A NEW SIMPLIFIED WAY TO STUDY PRACTICAL ADVERTISING at home. Learn easily, quickly-economically. Prospectus on request. Neal Bowman, Advertising Counselor, 1050 Drexel Bldg., Philadelphia, Pa.

#### POSITIONS WANTED

BOOKKEEPER-TYPIST-several years' experience, complete charge advertising agency, including accounts receivable, and payable, billings, of Box 839, Printers' Ink. etc., references.

BUYER — Young man, 28 years old. Printing stationery office equipment. Position in New York City. 5 years' experience, knowledge of house organs. Christian. Box 833, Printers' Ink.

ARTIST — now employed. years' experience, lettering and fig-Will go anywhere. Address Box 827, Printers' Ink.

Advertising Space Salesman

National consumer and trade publication experience. Good personal appearance, energetic, competent. New York and vicinity. Publishers Only. Box 846, P. I.

PUBLICITY MAN, GHOST WRITER, MAGAZINE EDITOR OF LONG EX-PERIENCE wants to join publicity de-partment of large agency or manufac-turer. Box 847, Printers' Ink.

ADVERTISING SOLICITOR - young man, 26, college graduate, two years' successful experience—desires connection with newspaper or magazine. Excellent references. Box 838, Printers' Ink.

ART DIRECTOR - Wide experience in Europe and America as both artist University education. and director. and director. University education. 32 and real hard worker. Anywhere U. S. or Canada. Box 841, Printers' Ink.

A PHOTO-ENGRAVER AND A NEWS-PAPER PHOTOGRAPHER desire to make contact with a progressive news-paper, contemplating an engraving plant. 126 Anderson St., N. S., Pittsburgh, Pa.

### TYPOGRAPHER

4A agency experience. Printing back-ground and sound knowledge of pro-duction. Box 840, Printers' Ink.

COPY WRITER—Young woman, lege graduate, three years with one largest agencies, desires position New York with agency or advertising manager. Copy, direct mail and research.
Also Dictaphone and excellent typist.
Box 826, Printers' Ink.
YOUNG MAN SEEKS CONNECTION

with reputable, small agency in New York City. Has had no previous experi-York City. ence in advertising, but is energetic, has pleasing personality, and eager to ahead. Salary immaterial. Best re ences. Box 832, Printers' Ink. get Best refer-

CREATIVE ADVERTISING MAN experience in industrial and insurance fields. Now advertising manager. Convincing copy; attractive layouts, Knows direct-mail, trade-paper, dealer service advertising, house-organs, production. Protestant, 35, married. Box 825, P. I.

ART-DIRECTOR-Artist, aged 29. Fast, clean letterer, creative layout man. experience. Manageu maning, experience. Knows engraving. De-10 years Managed newspaart department. color. 4 years' litho. experience. De-sires location with reliable concern any-where. Box 843, Printers' Ink.

### SALESMAN

Successful selling business promotion plans, display and advertising service contracts, seeks live merchandising or service idea to sell on Western coast. Address Salesman, Olympic Hotel, San Francisco. "PURCHASING AGENT": With executive ability, desires connection with firm or corporation requiring a man of ten years' experience in buying plies. Excel-tionery, equipment, and supplies. Excel-lent knowledge of printing, paper, office the extensive. Refer-

### supplies, prices, etc., extensive. References of the highest. Box 831, P. I. Wanted: Real Job to Do

Plenty of initiative and real merchandising ideas in this single man under thirty. Can back up proven record of successful direct-mail selling. An eager, steady plugger who loves his work and willing to undertake responsibilities of it. Let's talk it over. Box 844, Printers' Ink.

## Table of Contents

" of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	
CHARLES A. EMLEY, Sales Promotion Manager, De Long Hook & Eye Co.  Should Dealers Get Special Discount on Mail Orders!  Norman Lewis, Vice-President, Chappelow Advertising Co.  The Amateur Copy Writer Has His Fling.  Building an Advertising Agency Network  LYNN W. Ellis.  How Producers Are Making Independents Better Merchandisors  M. M. Zimmerman.  How Hires Rootbeer Staged Its Comeback  Charles E. Hires, Jr., President, The Charles E. Hires Company.  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Bloan Goes on a Trip  G. A. Nichols.  What Groucho Says.  One Way to Get a Shirt  P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label  C. B. Larrabee.  This Millionaire Advertising Falls Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen'  By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores  A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling  ROSSITER HOLEROOK  "Your Price Is Out of Line"  A. H. Deuth, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple  W. Livingston Larned.  Modern Art—Its Genesis and Destination  Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  'Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	
NORMAN LEWIS, Vice-President, Chappelow Advertising Co.  The Amateur Copy Writer Has His Fling.  Building an Advertising Agency Network LYNN W. Ellis.  How Producers Are Making Independents Better Merchandisers M. M. Zimmerman.  How Hires Rootbeer Staged Its Comeback Charles E. Hires, Jr., President, The Charles E. Hires Company.  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Groucho Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling ROSSITER HOLBROOK  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larnes.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	1
Building an Advertising Agency Network LYNN W. ELIS.  How Producers Are Making Independents Better Merchandisers M. M. ZIMMERMAN  How Hires Rootbeer Staged Its Comeback CHARLES E. Hires, Jr., President, The Charles E. Hires Company  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols  What Groucho Says.  One Way to Get a Shirt P. H. Erres, Jr  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd  Tossing "Hoss" Sonse into Space Selling Rossiter Holsbook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livinoston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	13
LYNN W. ELLIS.  How Producers Are Making Independents Better Merchandisers M. M. Zimmerman  How Hires Rootbeer Staged Its Comeback Charles E. Hires, Jr., President, The Charles E. Hires Company.  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erres, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen' By an Interested Observer  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Toe Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	20
How Producers Are Making Independents Better Merchandisers M. M. Zimmerman How Hires Rootbeer Staged Its Comeback Charles E. Hires, Jr., President, The Charles E. Hires Company. Must Advertising Lower Prices to Justify Itself? Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says. One Way to Get a Shirt P. H. Erres, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer Brish Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Toe Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	24
M. M. Zimmerman.  How Hires Rootbeer Staged Its Comeback Charles E. Hires, Jr., President, The Charles E. Hires Company.  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erres, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Toe Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	25
CHARLES E. HIRES, JR., President, The Charles E. Hires Company.  Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holbrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dark.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	33
Must Advertising Lower Prices to Justify Itself?  Drive Planned Against Commercial Bribery.  Sales Double with Use of Planned Sales Talks.  Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holbrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	45
Mr. Sloan Goes on a Trip G. A. Nichols.  What Groucho Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holbrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	57
Mr. Sloan Goes on a Trip G. A. Nichols.  What Groucho Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holbrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	60
Mr. Sloan Goes on a Trip G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erber, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Toe Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	
G. A. Nichols.  What Grouche Says.  One Way to Get a Shirt P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year  " of the Salesmen, by the Salesmen, for the Salesmen' By an Interested Observer  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	65
One Way to Get a Shirt P. H. Erber, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Toe Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	68
P. H. Erbes, Jr.  Advertising Is the Best Bulwark Against the Private Label C. B. Larrabee.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen' By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Hotsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larred.  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart.  Surnames as Registered Trade-Marks.  Editorias.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	80
C. B. LARRABEE.  This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" BY AN INTERESTED OBSERVER.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd  Tossing "Hoss" Sense into Space Selling ROSSITER HOLSROOK  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company  Don't Make Your Illustration Too Simple W. Livingston Larned  Modern Art—Its Genesis and Destination NATHANIEL POUSETE-DARY  Surnames as Registered Trade-Marks.  Editorials  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	85
This Millionaire Advertising Fails Not in a Difficult Year.  " of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holbrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousetts-Dark.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	0.3
" of the Salesmen, by the Salesmen, for the Salesmen" By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousetts-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	93
By an Interested Observer.  British Mail-Order House Has Chain of 300 Stores A. W. Fisher, Director, J. Pullar & Sons, Ltd  Tossing "Hoss" Sense into Space Selling Rossiter Holsrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company  Don't Make Your Illustration Too Simple W. Livingston Larned  Modern Art—Its Genesis and Destination Nathaniel Pousette-Dart  Surnames as Registered Trade-Marks  Editorials  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	106
A. W. Fisher, Director, J. Pullar & Sons, Ltd.  Tossing "Hoss" Sonse into Space Selling Rossiter Holdrook  "Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. Livingston Larned.  Modern Art—Its Genesis and Destination Nathaniel Pousetts-Darr.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	113
ROSSITER HOLBROOK  "Your Price Is Out of Line" A. H. DEUTE, General Manager, The Billings & Spencer Company.  Don't Make Your Illustration Too Simple W. LIVINGSTON LARNED.  Modern Art—Its Genesis and Destination NATHANIEL POUSETTE-DARY.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	118
"Your Price Is Out of Line" A. H. Deute, General Manager, The Billings & Spencer Company  Don't Make Your Illustration Too Simple W. LIVINGSTON LARKED	
A. H. Deute, General Manager, The Billings & Spencer Company  Don't Make Your Illustration Too Simple W. Livingston Larned	124
W. LIVINGSTON LARNED  Modern Art—Its Genesis and Destination NATHANIEL POUSETTE-DART  Surnames as Registered Trade-Marks  Editorials  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	130
NATHANIEL POUSETTE-DART.  Surnames as Registered Trade-Marks.  Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	138
Editorials.  Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.	150
<ul> <li>Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.</li> </ul>	156
<ul> <li>Advertising Not on Trial—Suggested Study for Colorists—Advertising and Living Standards.</li> </ul>	178
The Print Section of the agreement	
The Little Bchoolmaster's Classroom	184

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Give them the help of lighted pictures to show sales points and get the orders.

Outstanding sales organizations are finding that the Jam Handy Pocket Explainer with the right kind of pictures—lighted still pictures that change—make it easy to take your ideas into stores, offices and homes and present them clearly with every sales point covered.

Salesmen welcome this help. Sales executives find it gives control of every interview and lands orders.

This method of selling was originated by Jam Handy Picture Service, an organization with a national set-up for handling all the steps necessary to put your ideas across plainly.

We'd like to show you all about it.

## Jam Handy Picture Service

Jamison Handy, President 6227 Broadway, Chicago

Slidefilms—Motion Pictures—Animated Drawings—Sound Pictures
New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.

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This ad appeared in the new, enlarged Friday Food Section of the Chicago Tribune on Oct. 3rd. Five days later replies had been received from 26,464 women. Below are some 10,000 replies received at the end of the second day.

P. S. to Food Advertisers: Ask a Chicago Tribune sales-man for the complete story.

